

## REMARKS

Reconsideration and further prosecution of the above-identified application are respectfully requested in view of the amendments and discussion that follows. Claims 1-58 are pending in the prior application. Claims 1-58 stand rejected.

### Claims 4 and 32

With regard to claims 4 and 32, the Office Action asserts that “even if advertiser may indicate that his ads may be printed in a physical ad-book, the system is operable, however, to disable this function, especially since the advertisements are primarily viewed on line or over the Internet” (Office Action of 5/18/07, page 3). However, a review of the specification fails to provide any support for the Examiner’s statements. For example, the statement that “ad-books may not be printed in physical form” (specification, page 10, lines 14-15) merely indicates that that the ad-books may or may not be printed, when advertisements are viewed from user terminals. Nowhere within the specification is there any support for the assertion that “the system is operable . . . to disable this feature.” Since there is no support for this assertion, the assertion by the Office Action is not well founded.

There is also no basis for the assertion that “the advertisements are primarily viewed on line or over the Internet.” In fact, a word search of the specification reveals that the word “view” is used 9 times and the word “print” is used 19 times. As such, the specification offers objective evidence that an ad-book would more likely be printed than viewed on line or over the Internet.

In order to reduce the issues for prosecution, the first full paragraph on page 10 has been amended to more clearly reflect the impression that the description would leave in the mind of one of skill in the art. More specifically, the specification has been amended to state that “When advertisements may be viewed from user terminals 2, 4 as an on-line ad-book on the world wide web, the ad-books may or may not be printed in physical form (thus cutting down on printing costs for the organization).” Since the specification offers objective evidence of this, the amendment is clearly not new matter.

### Rejections under 35 U.S.C. §112

Claims 1, 26-29, 33, 45-50 and 58 stand rejected under 35 U.S.C. §112, second paragraph. In particular, the Office Action objects to the user of “and/or.” In response, claims 1, 26-29, 33, 45-50 and 58 have been limited to the use of the word “or.” Since claims 1, 26-29, 33, 45-50 and 58 have been amended as suggested by the Office Action, the rejections are now improper and should be withdrawn.

### Rejections Under 35 U.S.C. §103(a)

Claims 1-9, 12-15, 16-37, 40-49 and 50-58 have been rejected under 35 U.S.C. §103(a) as being obvious over U.S. Pat. Appl. No. US 2002/0188532 to Rothstein. The applicant respectfully traverses these rejections.

In response, independent claim 1 have also been further limited to “legally defined not-for-profit organizations.” Claims 28, 29 and 50 have been similarly limited. Support for this claim limitation may be found in numerous locations throughout the specification (e.g., last full paragraph of page 9).

Independent claim 1 has also been further limited to “a contributor at a user terminal connected to a communications network accessing an advertising preparation tool within an ad-book server; the contributor preparing an “ad” or message using the advertising preparation tool.” Claims 28, 29 and 50 have been similarly limited. Support for the further limitations may be found in the specification on page 7, lines 17-27.

The claimed invention is now differentiated over Rothstein on any of a number of different levels. For example, rather than providing an ad-server with an “advertising preparation tool”, the Rothstein “invention provides a computer-implemented method for collecting and inserting advertising within electronic books” (Rothstein, par. [0022]). More specifically, the Rothstein “Distributor 106 collects electronic ads 112 from advertisers 102 and converts the electronic ads to the format of the electronic book 114” (Rothstein, par. [0023]).

In contrast, independent claims 1, 28, 29 and 50 are limited to “an advertising preparation tool.” In this regard, “The web-based advertisement preparation tool may be

executed at ad-book server 6 and may present choices relating to advertisement size, placement, cost/fee, layout, background and text to the user terminals 2, 4” (specification, page 7, second full paragraph). Since Rothstein “collects electronic ads 112 from advertisers 102 and converts the electronic ads to the format of the electronic book 114” Rothstein clearly does not have or use an advertisement preparation tool.

Since Rothstein collects electronic ads 112 from advertisers, Rothstein would not have any need for an advertisement preparation tool. Since Rothstein has no need for an advertisement preparation tool, Rothstein fails to provide any teaching or suggestion of this claim limitation.

The Office Action asserts that “the ‘ad book’, having inserted therein ads placed by advertisers or supporters, as a vehicle to raise funds on behalf of charities is a non-functional descriptive material that does not impact the content of the ads per se” (Office Action of 5/18/07, page 7). However, independent claims 1, 28, 29 and 50 are not directed to ads, but to ad-books for charitable organizations. Ad-books for charitable organizations are different than commercial publications because they are not used for commercial purposes. As described in the specification (and as would be well known to those of skill in the art), ad-books are published to convey ads and, for all practical purposes, only ads. As such, ad-books are structurally different than commercial publications that rely upon their entertainment content to sustain circulation.

For any of the above reasons, Rothstein does not teach or suggest each and every limitation of the claimed invention. Since Rothstein does not teach or suggest each and every claim limitation, the rejections are improper and should be withdrawn.

#### Official Notice

The Office Action asserts that “an ordinary skilled artisan, using or implementing the system of Rothstein would have been motivated . . . to incorporate the above disclosure (‘Official Notice’) into the system of Rothstein so as to use the ‘ad book’ teachings for any purpose including, but not limited to raising funds on behalf of charities” (Office Action of 5/18/07, page 7). However, the Office Action gives no indication of what “disclosure (‘Official Notice’)” is being incorporated into the disclosure of Rothstein. It is therefore respectfully requested that whatever “disclosure

(‘Official Notice’)” is being incorporated be disclosed as required by 37 CFR §1.104(d)(1). If the “disclosure (‘Official Notice’)” relied upon is based upon facts within the personal knowledge of the Examiner, then an affidavit is requested from the Examiner as required by 37 CFR §1.104(d)(2).

The Office Action goes on to assert that

“an organization solicits and receives ads from advertisers or supporters, supporting a specific cause or charity, and the advertisers’ messages are placed or displayed in the electronic ‘ad book’ or physical ‘ad book’, such as newspapers, greeting cards and so on, distributed and sold to the public at large and the advertisers or supported are billed for placing their ads in the ‘ad book, wherein the revenue collected from the sale of the newspapers and advertising space to the advertisers is used, minus the overhead cost, to help provide food, housing/shelter and so on to the Homeless, poor and the needed, thereby providing an easy tool/means or vehicle used by organizations to raise funds on behalf of charities, wherein the collected funds, minus the overhead cost, are used to continue to provide the necessary and indispensable assistance to the poor and needed, while featuring the company associated with the ‘ad book’ as the company that cares for the poor and the needed, which in the end helps improve the company image through the good PR (Public Relations)” (Office Action of 5/18/07, page 7).

The flaw with this logic, however, is that newspapers and greeting cards and, presumably, the “so on” would include “for profit” companies and “for profit” products. As such, none of the examples offered within the Office Action as a basis for the “Official Notice” is directed to the use of an “ad-book”, as such term is used in the specification.

As used in the art, the term “ad-book” has a specific structure used for a specific purpose. Ad-books are used by charitable organizations for the specific purpose of collecting charitable contributions and, then, only for collecting contributions. This difference is clearly seen in Rothstein. For example, Rothstein explicitly states that “The electronic book is received by the distributor with no space reserved for ads” (Rothstein, par. [0041]). This is in direct contrast to the ad-book described in the specification and to the claimed ad-book where substantially all the space is reserved for ads.

Moreover, even assuming arguendo that “newspapers, greeting cards and so on” were ad-books, as asserted by the Office Action (which they are not), there is another reason why the “Official Notice” is improper. For example, the Office Action asserts that



“the revenue collected from the sale of the newspapers and advertising space to the advertisers is used, minus the overhead cost, to help provide food, housing/shelter and so on to the Homeless, poor and the needed.” On a first level, the statement suggests that the newspaper would not need and would not take a profit for the sale of the newspapers, which is clearly in error. On another level, there is no basis for believing that the advertisers have any intent to help the poor by purchasing advertising space.

The taking of “Official Notice” based upon a “newspaper, greeting card and so on” is a poor analogy at best and, in effect, amounts to pure conjecture. The Office Action offers no factual basis or examples of “newspapers, greeting cards and so on” used in the manner suggested. Moreover, “newspapers, greeting cards and so on” are not ad books because they are not used in the same way for the same purpose.

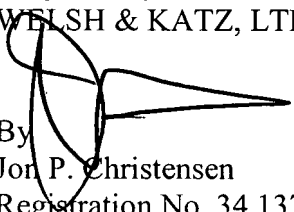
For any of the above reasons, “Official Notice” of the use of “newspapers, greeting cards and so on” as ad-books is improper. Since it is improper, it should be withdrawn.

#### Closing Remarks

Allowance of claims 1-58, as now presented, is believed to be in order and such action is earnestly solicited. Should the Examiner be of the opinion that a telephone conference would expedite prosecution of the subject application, he is respectfully requested to telephone applicant's undersigned attorney.

The Commissioner is hereby authorized to charge any additional fee which may be required for this application under 37 C.F.R. §§ 1.16-1.18, including but not limited to the issue fee, or credit any overpayment, to Deposit Account No. 23-0920. Should no proper amount be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal, or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 23-0920. A duplicate copy of this sheet(s) is enclosed.

Respectfully submitted,  
WELSH & KATZ, LTD.



By  
Jon P. Christensen  
Registration No. 34,137

August 15, 2007  
WELSH & KATZ, LTD.  
120 South Riverside Plaza  
22nd Floor  
Chicago, Illinois 60606  
(312) 655-1500

August 8, 2007  
WELSH & KATZ, LTD.  
120 South Riverside Plaza - 22nd Floor  
Chicago, Illinois 60606  
(312) 655-1500

Letter from Bruce Fogelson, Inventor;



Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-0001

August 8, 2007

Sent Via my Attorney  
with my pending file

RE: Applicant: Bruce A. Fogelson Art Unit: 3622, Serial No.: 09/885,970  
Filed: June 21, 2001 For: METHOD AND SYSTEM FOR  
CREATING ADVERTISING BOOKS aka AdBookOnLine.com  
Attorney Docket No.: 80216 – Personal Letter & Exhibits.

Dear Sir,

This letter is in support and consideration of the above referenced U.S. Patent application process, as being assisted by my attorney, Jon Christensen and his firm of Welsh & Katz, here in Chicago, IL, and referenced above. I am asking Mr. Christensen to include this with his other, more formal communications on my file.

Thank you for your considerations of my application to date. We have been attempting to contact your agency by phone to discuss our pending application, and I am more than pleased to, and would hereby request to fly out to visit with the proper person in Alexandria, VA or Washington, DC in order to further clarify or support my application. I am heartfelt in my desire and I feel that the public, and particularly the hundreds of thousands of charities, non-profits, communities of people and other groups and organizations could benefit from the method and system described. Furthermore, that with out the protection of the patent, such as I have applied for, no such service would ever or could ever emerge and provide any such benefits. This claim is thus far supported by the length some 7 years of modern internet growth with out a sign of any

such service and my industry knowledge that only in a protected environment would such fragile and sensitive groups as charities and not-for-profits feel safe.

Lacking the chance to speak or visit, I wanted to help further show you what makes this type of print-publication different that other segments of the print and publishing marketplace. My words, alone, can not best explain how very different these “Ad-Books” are from advertising publications. Examples, I feel, would be most helpful, to what we may have failed to fully craft the words for.

Of course, it is up to us to devise and describe our intent. And I understand that you must be critical in your review. But some times examples may aid in exhibiting what we mean to say. It is my hope that, with the enclosed examples and exhibits, together with my attorneys’ more formal application process, that we can best what it is, as well as what it is not, that we are trying to define.

In order to show you what we are, as well as what we are not, I have provided select exhibits from “Ad-Books” as opposed to advertising books. Also I have provided the sorts of forms that go in to creating an “Ad” for an “Ad-Book” as opposed to the sorts of forms and information that go in to more conventional advertising books. Furthermore, please note that some of the examples pre-date my application, taken from my pre-application research and development files, and some are modern examples. This should show that, despite recent advances in internet-technology, we have yet to find any like-kind example, and the industry had remained unchanged (and, I argue, in need of patent protection to be developed).

Throughout the Patent Pending application, this letter and these exhibits, it should be stressed that I just can’t help the vernacular that “Ad-Book” is similar to advertising book. Though they are quite different. An advertising book, which is also abbreviated as an ad-book is a commercial or for-profit publication, generally supported by its purchasers or its circulation and advertising revenue based on circulation. An “Ad-Book” as we use the term in the not-for-profit, charity, group and organization sector of

the economy, is not sold, but given away. And it's not "advertised in" based on the conventional commercial economic model of advertising based on circulation.

Advertisers are better known as (and considered as) sponsors, or contributors, and often place non-commercial messages such as of support or congratulations. Yes, they may be businesses and yes, they may include their logo or identity. But, even when they place "Ads" in "Ad-Books" there is a qualitative difference is their expression of support for the groups as opposed to a commercial message and call-to-action or solicitation to buy their product and or service. These are differences that I believe you must see to appreciate. These are differences that, when placed in contrast, are obvious to both lay-people, as well as those knowledgeable in any field. I hope that these examples are just as obvious to you and that we have more fully described the important distinction.

I am not interested in commercial publications. I am hopeful to take my personal and philanthropic experience and create a method and system to consolidate the process for non-commercial publications. Thus, commercial examples are only shown for contrast. Enclosed, please find the following examples, excerpted and copied for ease of reference and filing. I am also enclosing several full, original examples. In order to further define the differences I've tried to further describe commercial vs. non-commercial examples:

#### **Commercial Examples**

A Business to Business Directory

Non-"Ad-Book" Commercial Directory

Non-"Ad-Book" Coupon Book

Non-"Ad-Book" local "yellow-pages" type. "Ad-Book" Show Program (old)

For Profit Event Program

Non-"Ad-Book" Commercial Directory

#### **Non-Commercial Examples**

Community Charity "Ad-Book"

Political "Ad-book"

"Ad-Book" Program Guide (done by me)

"Ad-Book" Show Program (done by me)

In addition, I'm including what I label a "Semi-Commercial, Semi-Not-For-Profit Program Ad-Book" (Not quite stage-bill or show-bill) for the Revinia Festival summer concerts. Revinia is a famous large outdoor classical concert venue in my home-town, just north of Chicago. I believe that it is a not-for-profit entity, but enjoys significant

corporate support in this very affluent suburb. Why would I include a questionable example? In part to be honest, all examples represent only case by case or rule of thumb and may help understand, but not define the scope of this desired invention. I also provide this questionable example, because I believe that there is an objective answer.

If it has not been clear in our application then I would be willing to restrict the scope of the invention to **those transactions to or from a properly defined charity, not-for-profit, political or community group**. Those would be defined through the U.S. Tax codes or be groups (such as little-league teams or scout-troops and the like) that are too small to be required to file. By contrast, commercial – which is to say, for-profit entities would file as such for all regular business purposes and in their tax-standing with the Internal Revenue Service (IRS). By referencing governmental, statutory and reporting requirements as a defining difference then there is a standard and one which a court can look to, with legal experts and other court precedent, in the event that the hoped for US Patent for my “Ad-Book” can look to.

To further define Ad-Book as a process, it should be understood that the Ad-Book publishing also does not follow commercial business methods for publishing. This includes its forms, requirement to get printing cost quotes, the definitions as understood by printers, and the complex technical undertaking which is needed to create this automated “Ad-Book” service. Each of these items is further described, with exhibits, per the attached. And each represents the uniqueness of the issues and complexity which must be employed in order to be of service the vast array of not-for-profit groups and organizations.

On a personal note, I am pleased to say that I have just been awarded my 2<sup>nd</sup> U.S. Patent in my regular field of Real Estate and Building. I am a conscientious and successful real estate developer in my own firm [www.ParamountHomes.com](http://www.ParamountHomes.com) with a 20 year motto of “Building Neighborhoods and Turning Buyers Into Neighbors”™. Having the “Ad-Book” invention would be fulfilling the first priority in my motto which is “Building Neighborhoods” and would afford the communities, community groups and charities,

with which I and so many of us serve, to extend the reach of their fundraising, as well as their mission, education, and message. The message and mission statement of my own charity group at [www.ChicagoHomeAndBuildersFoundation.com](http://www.ChicagoHomeAndBuildersFoundation.com) is available on-line to further express my background and intent. If issued, I believe that this would be a Patent that helps "Give" and give-back to our communities.

Please be so kind as to give my application further consideration. I would like to meet, or at least talk with the U.S. P.T.O. and resolve my file properly. I hope this is helpful and thank you for your consideration thus far.

Sincerely,



Bruce A. Fogelson

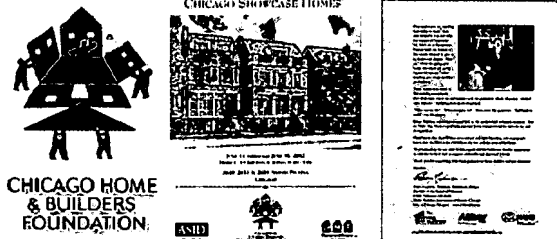
1345 W. Wolfram Ave., Chicago, IL 60657

P. 773-528-9077 x 5, C. 773-716-6686 E. [Bruce@ParamountHomes.com](mailto:Bruce@ParamountHomes.com)

[AdBookOnLine.com](http://AdBookOnLine.com)<sup>sm</sup>



[www.ChicagoHomeAndBuildersFoundation.com](http://www.ChicagoHomeAndBuildersFoundation.com)



[www.ICareASAP.com](http://www.ICareASAP.com)



I - C A R E - A S A P - A s s o c .

an Independent Construction And Real Estate

Applications, Services And Providers Association





The “Ad-Book” form is the key solicitation for ads and contributions to “Ad-Books”.

The patent pending process seeks, as a principal method, to automate and consolidate the form, style and functions of such forms via online or e-mail formats.

Attached are examples of traditional “Ad-Book” forms.

Please note their similarities and their differences with commercial advertising contracts.

## Place Your Ad Now!

We appreciate your support for Council for ~~\_\_\_\_\_~~ Elderly. Please join us in commemorating this special milestone in our long history as we celebrate ~~\_\_\_\_\_~~ years of compassionate care at ~~\_\_\_\_\_~~ Health Centre. One thousand copies of the ad book will be printed and distributed to the evening's attendees and others on September 13, 2006.

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Ad Size \_\_\_\_\_ Price \$ \_\_\_\_\_  
☐ My check is enclosed.  
☐ Please charge my credit card.  
 Mastercard ☐ Visa ☐  
 Card Number \_\_\_\_\_  
 Exp. Date \_\_\_\_\_  
 Signature \_\_\_\_\_

Please make checks payable to:  
 Council for ~~\_\_\_\_\_~~ Elderly.  
 Payment in full must be received in  
 order for ad to be published.

## 2006



**Deadline:**  
 July 1<sup>st</sup>, 2006  
 payment & artwork due

To inquire about cover  
 prices, please call  
 772-~~\_\_\_\_\_~~

**Fax or mail payment**  
 Fax: ~~772-\_\_\_\_\_~~  
 Council for ~~\_\_\_\_\_~~ Elderly  
 Ad Book 2006  
~~\_\_\_\_\_~~ Ave.  
 Chicago, IL 606~~\_\_\_\_\_~~  
**Check, Visa or  
 Mastercard accepted.**

## Ad Book Rates

Please attach camera-ready ad and  
 send to ~~\_\_\_\_\_~~, or e-mail a digital file  
 (PDF, EPS, JPG) to: adbook2006@cje.net.  
 Questions about artwork? Please call:  
 772-~~\_\_\_\_\_~~

### Ad Prices & Sizes

Full-page  
 7.5" x 10"

Gold: \$750  
 Silver: \$600  
 White: \$450

Half-page  
 7.5" x 4 7/8"

\$300

Quarter-page  
 3.5" x 4 7/8"

\$200

Your name listed as  
 "Friends of CJE"  
 \$54



# AD BOOK FORM

Auction 2007  
Saturday, March 10, 2007

*Sample*

TO BENEFIT THE ~~BERNARD ELLIOTT~~ SCHOLARSHIP FUND

~~Bernard Elliott~~ Day School

Contact: ~~Rachel A. Sharp~~  
Development Associate/Special Events Coordinator  
~~783.572.1290~~  
~~sharp@bernardelliott.org~~

Sale price available for orders received by 11/30/06— Final deadline 12/22/06

<u>Size</u>	<u>Details</u>	<u>Sale Price</u>	<u>Final Price</u>
<input type="checkbox"/> Inside Cover	Front or Back	No Discount	\$1800
<input type="checkbox"/> Gold Page	7 1/2" x 10"	No Discount	\$1000
<input type="checkbox"/> Full Page	7 1/2" x 10"	\$475	\$525
<input type="checkbox"/> Half Page	7 1/2" x 5"	\$275	\$325
<input type="checkbox"/> Quarter Page	3 3/4" x 5"	\$125	\$150
<input type="checkbox"/> Business Card	2" x 3 1/2"	No Discount	\$60
<input type="checkbox"/> "60th Diamond Anniversary" (ad will appear in a special logo)	2" x 3 1/2"	No Discount	\$60

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Size of Ad: \_\_\_\_\_

Make check payable to the ~~Mrs. D. [unclear]~~ or supply your credit card information.

VISA or MC: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

☐ Enclosed is the ad as I would like it to appear.

☐ Enclosed is the **text** that I would like the ~~Day~~ School to place in an ad for me.  
\_\_\_\_ Please include enclosed photo.

Please return form and payment to:

~~Bernard Elliott~~ School—ATTN: Ad Book  
~~6751 North Broadway Street~~  
Chicago, IL ~~60615~~

Contact: ~~Rachel A. Sharp~~, Development Associate/Special Events Coordinator

Email: ~~sharp@bernardelliott.org~~

Final Deadline 12/22/06

# ~~AFLEU~~ 2008 ANNUAL DINNER PROGRAM BOOK

## THANK YOU FOR YOUR SUPPORT!

Your ad space is multi-functional:

- Promote a business or service
- Remember or honor someone
- Send a message of support for the ~~AFLEU~~
- Congratulate the honorees

It's easy:

- **Send us your camera-ready art:** E-mail digital artwork (.gif, .jpg or .pdf files) to ~~ads@afleu.org~~, or mail hard copies to the address below;

-or-

- **Compose a message and have us design your ad for you** (feel free to use the back of this form.)

**Please submit your ad by September 8, 2008**

Please send this form along with your check made payable to ~~AFLEU~~ (or provide a credit card number below—Mastercard or Visa only, please) to:

18 ~~Dorrance Street~~, Suite ~~200~~  
Providence, ~~Rhode Island~~

Questions? Call the ~~AFLEU~~ office at 831-7171.

The size of a full page ad is 6" wide by 7½" high. The grid represents the different size options:

Full page: \$275

Name	
Address	
City, State, Zip	
Contact Person	
Phone	
Ad Size	Amount Enclosed
Credit Card Number (VISA or MC)	Exp. Date

1/4 \$100  (3 x 3¼)	
	1/8 (Bus. Card Size) \$60  (3 x 1⅞)
1/2 \$175  (6 x 3¼)	

# SAMPLE FORMS

~~Roosevelt~~ University Chicago School of ~~Real Estate~~

Gala October ~~21, 2004~~

## Program Ad Form

On October ~~21~~, more than 700 ~~real estate~~ industry professionals will gather to honor ~~Marshall Bennett~~, ~~Marshall Bennett Enterprises~~, and celebrate the Chicago School of ~~Real Estate~~.

Keynote Speaker: ~~Henry C. Cisneros~~, former Secretary of Housing and Urban Development  
Honoree: ~~Marshall Bennett~~, Marshall Bennett Enterprises

PROGRAM BOOK AD CONTRACT DEADLINE: SEPTEMBER 16, 2004

Full Page: \$5,000 - \$10,000    Half Page: \$2,500 - \$4,999    Quarter Page: \$1,250 - \$2,499

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

*I hereby authorize Roosevelt University to insert my ad in the Chicago School of Real Estate Program Book.*

Authorized signature: \_\_\_\_\_

### AD SPECS

Full Page: 5 x 7.5 vertical    Half Page: 5 x 3.687 horizontal    Quarter Page: 2.437 x 3.687 vertical

- All ads are in black and white.
- TIFF or EPS Files 300 DPI
- Include all fonts and images.
- Email files to: heather@harringtondesign.biz
- Art must be received by: October 1, 2004 NO EXCEPTIONS

### PAYMENT

Make check payable to Roosevelt University. The full amount of your contribution is tax deductible.  
Please retain a copy for your records.

Check is enclosed for: \_\_\_\_\_ Please charge: \_\_\_ Visa \_\_\_ MasterCard \_\_\_ Discover  
Amount \$ \_\_\_\_\_ Account number: \_\_\_\_\_ Expiration Date \_\_\_\_\_  
Signature: \_\_\_\_\_

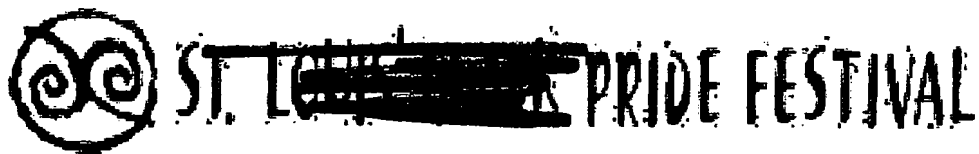
### Please send checks to:

~~Schindler Communications Inc.~~  
~~Special Events Department~~  
~~500 N. Clark Suite 300~~  
~~Chicago, IL 60610~~

~~Phone: 312-464-0760~~

~~Fax: 312-464-0786~~

~~Email: e-mail@schindlercommunications.com~~



## Ad Book Order Form

Indicate Your Ad Choice:  
Horizontal Layouts Only

\_\_\_\_ Full-Page Ad, \$125.00  
8.5" X 5.5"

\_\_\_\_ Half-Page Ad, \$75.00  
4.25" X 2.75"

\_\_\_\_ Quarter-Page Ad, \$50.00  
2.2" X 1.3"

\_\_\_\_ Eighth-Page Ad, \$25.00  
Business Card

Please make your check payable to:

~~St. Louis Black Pride~~ Black Pride, P.O. Box 4854, St. ~~Louis~~, MO 63108

Advertiser \_\_\_\_\_ Phone/Ext. \_\_\_\_\_ Cell \_\_\_\_\_

Contact Person \_\_\_\_\_ Amount Enclosed \$ \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Special Instructions \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please Send Camera ready Ads/Art and/or Logos only. This form and a copy of your ad, along with a payment must be submitted no later than ~~July 15, 2006~~. Ad books will be available on August 18, 2006.

Client's Signature

Date

All advertisements should be camera ready. If possible save all documents to a CD or submit electronically to [publicrelations@stlouisblackpride.org](mailto:publicrelations@stlouisblackpride.org).

# APPLICATION

## ASSOCIATE MEMBERSHIP APPLICATION



Please check (✓) one:

☐ Associate Main Member    ☐ Associate Affiliate Member

Member Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ / \_\_\_\_\_ Fax: \_\_\_\_\_ / \_\_\_\_\_

E-mail: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Spike/Sponsor Name: \_\_\_\_\_

### CHAPTER DESIGNATION (please check one)

☐ City of ~~Chicago~~    ☐ ~~Madison~~ County    ☐ ~~Clark~~ County    ☐ ~~North~~ Central    ☐ Southwest

### DUES

Total ~~Home Builders~~ Membership Dues: \$ \_\_\_\_\_ (from worksheet on reverse)

### Method of Payment

☐ I am authorizing ~~Home Builders Association of Greater Chicago~~ to charge one full year's dues to my credit card.

Please charge to my:    ☐ Visa    ☐ MasterCard    ☐ American Express

Account # \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_

Card Holder: \_\_\_\_\_

Card Holder's Signature: \_\_\_\_\_

☐ Attached is my check of \$ \_\_\_\_\_ for one full year's dues, made payable to:

~~Home Builders Association of Greater Chicago~~

In making this application, I agree to abide by the Bylaws of the ~~Home Builders Association of Greater Chicago~~ and its Code of Ethics. I also understand that my full association dues include membership in the local association and membership in both the ~~Home Builders Association of Illinois~~ and the ~~National Association of Home Builders~~. In the event my membership is terminated, I agree to the immediate discontinuance of the use of any association insignia in connection with my business.

X \_\_\_\_\_  
APPLICANTS SIGNATURE (all applications must have signature for membership) \_\_\_\_\_ DATE \_\_\_\_\_

### — OFFICE USE ONLY —

Accounting \_\_\_\_\_  
Date \_\_\_\_\_ Initials \_\_\_\_\_

Data Entered \_\_\_\_\_  
Date \_\_\_\_\_ Initials \_\_\_\_\_

New Member Packet Mailed \_\_\_\_\_  
Date \_\_\_\_\_ Initials \_\_\_\_\_

Last updated: 1/06

DO BUSINESS WITH A MEMBER

# Advertising Insertion Order

Builder/Architect | Commercial Builder/Architect | Doctor of Dentistry | M.D. News | Real Estate Executive | Restaurant Forum | Restaurateur of AZ

A 02627



## Magazine Edition Information

EDITION (TITLE / REGION)	ISSUE MONTH / YEAR	AGREEMENT DATE
REE Magazine	Sept 07	4/12/07

## Bill To:

COMPANY NAME	CONTACT NAME
Paramount Homes	Andy Rees
STREET ADDRESS	CITY STATE / PROVINCE ZIP / POSTAL CODE
2731 N Lincoln Ave	Chicago IL 60619
BUSINESS PHONE	
(773) 528.9077	
BUSINESS FAX	
(773) 528.8847	
EMAIL	

## Advertiser Information:

COMPANY NAME	
Paramount Homes	
Cover Position	<input type="checkbox"/> Outside Back Cover <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Inside Back Cover
Ad Size (example: 1/4, 1/2)	<input type="checkbox"/> 1/2 <input type="checkbox"/> Vertical <input type="checkbox"/> Square <input checked="" type="checkbox"/> Horizontal
No. of insertions	<input type="checkbox"/> 1x <input checked="" type="checkbox"/> Consecutive Issues <input type="checkbox"/> Every Other Issue <input type="checkbox"/> Other _____
Beginning with (month/yr)	Sept 07
Color*	<input checked="" type="checkbox"/> 4/C <input type="checkbox"/> Black <input type="checkbox"/> Black and White
Preferred Placement**	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

RATE:	1X (per insertion)	\$
	3X (per insertion)	\$
	6X (per insertion)	\$ 855
	12X (per insertion)	\$
	SRAN Rate	\$
SPECIAL CHARGES:		
Color Each Month (1 additional color = \$100)		\$
<input type="checkbox"/> 1st Ad <input type="checkbox"/> All Ads Creative Services		\$
Preferred Placement Fee		\$
Less Agency Discount		\$
Total for Contract		\$ 5,130

Special Instructions:
<input type="checkbox"/> Tax ID _____ <input type="checkbox"/> Payment Enclosed. Check # _____ <input type="checkbox"/> Bill Me <input type="checkbox"/> Apply Payments to my Credit Card Credit Card Used <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AMEX NAME AS IT APPEARS ON CREDIT CARD _____ CREDIT CARD NUMBER _____ EXPIRATION DATE _____

\*For more than one spot color, use the 4-color price.  
 \*\*For premium ad space, the advertiser may pay a 10% preferred placement rate and select ad location or page dominance, provided that the ad space is 4/C or 3 page or larger.

**Cancellations:** Cancellations must be made in writing to the publisher at least 30 days prior to the date of publication. All cancellations must be in writing and received by Sunshine Media, Inc., 8283 N Hayden Rd, Ste 220, Scottsdale, AZ 85258.

**Set-Up Error:** Any error in the printed ad that was significant reported by the publisher to the advertiser within 10 business days of the date of publication. The advertiser must provide a written description of the error and a copy of the original ad copy to the publisher. The publisher will be responsible for the cost of the error.

**Payment:** Payment for advertising is due within 15 days of the date of publication. Advertisers must pay for advertising in US dollars. Payment may be made by check, credit card, or money order. Payment by check must be made payable to Sunshine Media, Inc. Payment by credit card must be made to the publisher's credit card account. Payment by money order must be made to the publisher's money order account. Payment by check must be made payable to Sunshine Media, Inc. Payment by credit card must be made to the publisher's credit card account. Payment by money order must be made to the publisher's money order account.

**Short Rate:** Advertisers will be short-rated if, within a 12 month period from the date of the first insertion, the amount of space upon which the billings have been based has not been used. Advertisers will be short-rated back to the next lowest frequency level that applies. Advertiser or the advertiser's agency will bear full responsibility for withholding advertising materials which may violate any law, regulation or ruling of the Federal Trade Commission or infringe any copyright, trademark, or patent and shall defend, indemnify and hold harmless the publisher from all third party claims on account thereof. When no new copy is provided, the copy last run will be repeated. The publisher reserves the right to reject any advertisement, photograph or illustration which is not deemed to be in keeping with the standards of the publication.

I acknowledge upon signing this contract that I have carefully read and accepted the terms, conditions and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

ADVERTISER NAME	ADVERTISER SIGNATURE	DATE
Paramount Homes	[Signature]	4/13/07
PUBLISHER NAME	PUBLISHER FAX NUMBER	PUBLISHER PHONE NUMBER
Sunshine Media	480.522.2900	480.522.2901

Make checks payable to: Sunshine Media, Inc., 8283 N Hayden Rd, Ste 220, Scottsdale, AZ 85258 | 480.522.2900 | Fax: 480.522.2901 | sunshinemedia.com

White-Sunshine Media Yellow-Publisher Pink-Customer



# Advertising Insertion Order

Builder/Architect | Commercial Builder/Architect | Doctor of Dentistry | M.D. News | Real Estate Executive | Restaurant Forum | Restaurateur of AZ

SEP 2007

A 02629



## Magazine Edition Information

MAGAZINE EDITION (TITLE/REGION)	ISSUE MONTH/YEAR	AGREEMENT DATE
KEE/Chicago	SEP 2007	9/13/07

## Bill To:

COMPANY NAME	CONTACT NAME
Paramount Homes	Bruce Ferguson
STREET ADDRESS	CITY
2731 N Lincoln	Chicago IL
BUSINESS PHONE	STATE / PROVINCE
(773) 528.9077	ZIP / POSTAL CODE
BUSINESS FAX	
(773) 528.8848	60619
EMAIL	

## Advertiser Information:

COMPANY NAME
Paramount Homes

Cover Position	<input type="checkbox"/> Outside Back Cover
	<input type="checkbox"/> Inside Front Cover
	<input type="checkbox"/> Inside Back Cover
Ad Size (example: 1/4, 1/2)	<input type="checkbox"/> Vertical
	<input type="checkbox"/> Square <input type="checkbox"/> Horizontal
No. of insertions	<input type="checkbox"/> 1x
<input type="checkbox"/> Consecutive Issues	<input type="checkbox"/> 3x
<input type="checkbox"/> Every Other Issue	<input type="checkbox"/> 6x
<input type="checkbox"/> Other _____	<input type="checkbox"/> 12x
Beginning with (month/yr.)	
Color*	<input type="checkbox"/> 4/C
	<input type="checkbox"/> Black + 1
	<input type="checkbox"/> Black and White
Preferred Placement**	<input type="checkbox"/> Yes
	<input type="checkbox"/> No

RATE:	1X (per insertion)	\$ 1,380
	3X (per insertion)	\$
	6X (per insertion)	\$
	12X (per insertion)	\$
	SRAN Rate	\$
SPECIAL CHARGES:		
Color Each Month (1 additional color = \$100)		\$
<input type="checkbox"/> 1st Ad <input type="checkbox"/> All Ads Creative Services		\$
Preferred Placement Fee		\$
Less Agency Discount		\$
Total for Contract		\$ 1,380

Special Instructions:

1x insert for an story in KEE Magazine (my story)

<input type="checkbox"/> Tax ID # _____
<input type="checkbox"/> Payment Enclosed. Check # _____
<input type="checkbox"/> To Be Billed
<input type="checkbox"/> Apply Payments to my Credit Card
Credit Card Used <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AMEX
NAME AS IT APPEARS ON CREDIT CARD _____
CREDIT CARD NUMBER _____
EXPIRATION DATE _____

SAMPLED COMMERCIAL FORM

\*For more than one spot color, use the 4-color price  
 \*\*For premium ad space, the advertiser may pay a 10% preferred placement rate and select ad location or page dominance, provided that the ad space is 1/3 page or larger.

**Cancellation:** Cancellation will not be accepted after the space reservation deadline which is the 15th of the second month preceding the month of issue. All cancellations must be in writing and provided to Sunshine Media, Inc., 8283 N Hayden Rd, Ste 220, Scottsdale, AZ 85258.

**Set-Up Error:** Any error in the printed ad that was originally typeset by the publisher from copy supplied by the advertiser or advertiser's agent, when the original ad copy was correct, will be compensated by one corrected ad insertion at no charge in the subsequent issue of the magazine.

**Payment:** Payment for advertising is due within 30 days of invoice date. Invoices older than 30 days will incur a 1.5% per month finance charge accrued on the unpaid balance and a \$25 late processing fee. In the event it becomes necessary for Sunshine Media, Inc. to place this Agreement in the hands of an attorney or collection agency for purposes of debt collection, the customer agrees to pay, in addition to any other relief, reasonable attorneys fees and any other costs incurred by Sunshine Media, Inc. or its assignees. If the customer elects to pay by credit or debit card, the signature below shall be sufficient to authorize Sunshine Media, Inc. to automatically charge the customer's

credit or debit card for all invoices issued against this and future contracts. This payment method will remain in force until revoked by either the customer or Sunshine Media, Inc. The revocation shall require written notification, one party to the other, with proper signature, and be transmitted via e-mail, fax, or mail.

**Short Rate:** Advertisers will be short-rated if, within a 12 month period from the date of the first insertion, the amount of space upon which the billings have been based has not been used. Advertisers will be short-rated back to the next lowest frequency level that applies. Advertiser or the advertiser's agency will bear full responsibility for withholding advertising materials which may violate any law, regulation or ruling of the Federal Trade Commission or infringe any copyright, trademark, or patent and shall defend, indemnify and hold harmless the publisher from all third party claims on account thereof. When no new copy is provided, the copy last run will be repeated.

The publisher reserves the right to reject any advertisement, photograph or illustration which is not deemed to be in keeping with the standards of the publication.

I acknowledge upon signing this contract that I have carefully read and accepted the terms, conditions and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

PRINT NAME	AUTHORIZED SIGNATURE	DATE
Bruce Ferguson	[Signature]	9/13/07
PUBLISHER NAME	PUBLISHER FAX NUMBER	PUBLISHER PHONE NUMBER
Sunshine Media		

Make checks payable to: Sunshine Media, Inc., 8283 N Hayden Rd, Ste 220, Scottsdale, AZ 85258 | 480.522.2900 | Fax: 480.522.2901 | sunshinemedia.com

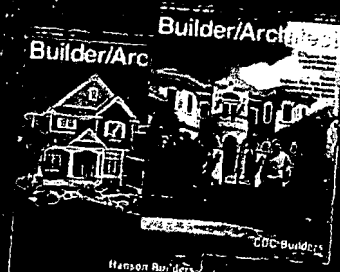
White-Sunshine Media Yellow-Publisher Pink-Customer

# Builder/Architect

MAGAZINE

## RATE CARD

U.S.



Builder/Architect is a business-to-business magazine serving the residential building industry since 1937. We integrate compelling local market editorial with informative national features and columns to deliver a unique perspective to the industry. Each local market edition profiles prominent professionals and companies driving the success of the residential building sector. We feature an assortment of new products, services and innovations. No other publication serves the residential building market like Builder/Architect magazine.

### 4-COLOR AD RATES

Size	1x	3x	6x	12x
Full Page	\$1,595	\$1,515	\$1,355	\$1,275
2/3 Page	1,195	1,135	1,015	955
1/2 Page h & v	955	910	815	765
1/3 Page s & v	720	680	610	575
1/4 Page h & v	560	530	475	445
2 Page Spread	2,395	2,275	2,035	1,915
Outside Back Cover	2,235	2,120	1,900	1,785
Inside Front Cover	1,995	1,895	1,695	1,595
Inside Back Cover	1,835	1,745	1,560	1,465

### BLACK & WHITE AD RATES

Size	1x	3x	6x	12x
Full Page	\$1,115	\$1,060	\$950	\$895
2/3 Page	835	795	710	670
1/2 Page h & v	670	635	570	535
1/3 Page s & v	500	475	425	400
1/4 Page h & v	390	370	330	315
2 Page Spread	1,675	1,590	1,425	1,340

### 4-COLOR INSERT RATES

Size	1x	3x	6x	12x
2 Page Insert	\$1,340	\$1,275	\$1,140	\$1,070
4 Page Insert	1,580	1,500	1,345	1,265
6 Page Insert	1,945	1,845	1,650	1,555

### CLASSIFIED AD RATES (BLACK & WHITE)

Size	3x	6x	12x
1/6 Page	\$320	\$300	\$270
1/8 Page	265	240	190

EFFECTIVE APRIL 2007

### TARGETED CIRCULATION

Builder/Architect magazine is distributed in over 60 major markets throughout the United States and Canada and produced exclusively for industry leaders including builders, architects and remodelers. Builder/Architect readers are prominent and influential industry professionals in your local target market.

### ADVERTISING OPPORTUNITIES

**Local Advertising** – Reinforce your brand strategy and ensure the success of your advertising campaign through Builder/Architect magazine. Promote directly to local Builder/Architect readers to build a strong brand identity and increase product and service sales. Preferred placement options are available for you to maximize exposure to qualified readers.

**Multi-Market Advertising** – Expand your reach and effectively target multiple markets with call-to-action advertising in Builder/Architect magazine. Drive your advertising campaign across a variety of regions throughout the U.S. and Canada where available. Ask your local publisher about special volume discounts for multi-market advertising opportunities.

**Special Advertising** – Obtain a high profile position and command the reader's attention through multimedia advertising solutions such as belly bands, business reply cards, counter cards, custom posters, ePrints, gatefold covers, pre-printed inserts and poly-bags. This dynamic approach can differentiate your product message and special offers on many levels, including raising your profile at events and trade shows.

### PREMIUM REPRINTS

#### Colorful Reprints

Reprints of companies featured in Builder/Architect are ideal for promoting your company, executives, and products and services. Increase your brand exposure with high quality 4-color reprints to use as brochure inserts, promotional direct mail pieces and show handouts.

#### Reprints en Español

Open up new market opportunities and broaden the word to Spanish-speaking buyers. Reach the growing segment with Reprints en Español. We translate your reprints, allowing you to build product awareness in both English and Spanish. Ask about our special Combo pricing and make a lasting impression.

### PREFERRED PLACEMENT RATES

The publisher reserves the right to select advertising positions in each issue. However, the advertiser may pay a 10% premium to select premium placement positions in the magazine if the ad space is 4-color and 1/3 page or larger. Contact your local publisher for more details.

### RATE SPECIFICATIONS

All ad and insert rates are per insertion. Color may be added to b&w ads for an additional \$100 per color (CMYK only). Classified rates are not available in all markets.

### CLOSING DEADLINES

Please contact your local publisher for advertising and materials closing deadlines.

*Sample Commercial "AD Book" Form*

**MECHANICAL SPECIFICATIONS****Final Trim:** 8.5" wide x 11" tall**Binding:** Saddle-stitched**Cover:** Sheet fed on 100 lb. gloss text**Body:** Sheet fed on 70 lb. gloss text**Line screen:** 175

ADVERTISING PAGE DIMENSIONS	(W x H)
Spread (Bleed)	17 1/4" x 11 1/4"
Spread (Non-Bleed)	16" x 10"
Full (Bleed)	8 3/4" x 11 1/4"
Full (Non-Bleed)	7 1/2" x 10"
2/3 Vertical	4 7/8" x 10"
1/2 Horizontal (Bleed)	8 3/4" x 5 5/8"
1/2 Horizontal (Non-Bleed)	7 1/2" x 5"
1/2 Vertical	4 7/8" x 7 1/2"
1/3 Square	4 7/8" x 5"
1/3 Vertical	2 5/16" x 10"
1/4 Vertical	3 1/2" x 5"
1/4 Horizontal	4 7/8" x 3 3/4"

\*1/4 Page ad sizes will be stacked on a page and are not available for page dominance.

CLASSIFIED AD DIMENSIONS	(W x H)
1/6 Vertical	2 5/16" x 5"
1/6 Horizontal	4 7/8" x 2 5/16"
1/8 Vertical	2 5/16" x 3 1/4"
1/8 Horizontal	3 1/2" x 2"

**ADVERTISING SPECIFICATIONS****Platform:** Macintosh platform preferred

**Preferred File Format:** Press optimized, Acrobat PDF/X-1a compliant files are the preferred format for final artwork. Other acceptable applications are: Adobe InDesign<sup>®</sup>, Adobe Illustrator<sup>®</sup>, Adobe Photoshop<sup>®</sup>, and QuarkXpress<sup>®</sup>. We do not accept ads created in Microsoft Publisher<sup>®</sup>, Microsoft Word<sup>®</sup>, Microsoft Powerpoint<sup>®</sup>, Multi-Ad Creator<sup>®</sup>, or Corel Draw<sup>®</sup>.

**File Transfer:** All digital files should be provided on a CD or DVD and must be accompanied by a hard copy/proof of the finished product. Files may be uploaded to our FTP site; contact your local publisher for more information. Files transferred via FTP must be supplied as a PDF/X-1a file or source files must include a clearly labeled PDF "soft proof."

**Color:** All images must be saved in CMYK format. Any RGB, Index, or PMS colors must be converted to CMYK prior to submission of materials. Noncompliant images will automatically be converted to CMYK. Sunshine Media, Inc. does not assume responsibility for any discrepancies that may occur as a result of the conversion.

**Graphics:** Raster images must be 350ppi and saved in a TIFF or EPS format. Do not embed images in your source file without including those images separately (unless providing a PDF/X-1a file). Remove all embedded color profiles prior to saving files.

**Fonts:** Include all fonts with your source files. Adobe Type 1 fonts preferred – Include both printer and screen fonts. Font substitutions will be made for missing or noncompliant fonts. Sunshine Media, Inc. does not assume responsibility for content errors due to these substitutions.

**Charges:** Submit final, approved artwork only. Production charges may apply to your supplied ads if they do not comply with our specifications. Charges are billed at an hourly rate with a half-hour minimum.

**MULTIPLE MARKETS**

Each contracted market requires separate ad files and proofs.

**CLASSIFIED AD SPECIFICATIONS**

Classified ads are not available in all markets. Files accepted for classified ads must be in black and white, contain one logo and consist of no more than 25 words.

**DIGITAL FILE STORAGE**

Digital files of supplied artwork will be archived for a 12-month period. Service charges apply for digital files recovered beyond the 12-month period. Original storage media will not be returned.

**INSERT REQUIREMENTS**

Insert size: 8 1/4" x 11" or smaller. Paper stock not to exceed 100 lb. text. Inserts count as one insertion toward frequency. All single-page inserts are tipped in. Ask your publisher for the correct quantity to supply. If you are interested in having a custom insert produced, please call Sunshine Media for a quote.

**Shipping Instructions:** All inserts must be shipped prepaid and labeled with the magazine edition name, 5-digit publication number (contact publisher for number), month of issue, and total number of boxes.

Sunshine Media Printing  
Attn: Howie Hibbs  
3980 East Columbia Street  
Tucson, Arizona 85714-2140

**Contact your local Publisher for more information**

A Sunshine Media Publication | 8283 N Hayden Rd, Ste 220, Scottsdale, AZ 85258  
480.522.2900 | Fax: 480.522.2901 | [sunshinemedia.com](http://sunshinemedia.com)

# REAL ESTATE EXECUTIVE

A BUSINESS AND LIFESTYLE MAGAZINE

## RATE CARD



Real Estate Executive is a business and lifestyle magazine, serving real estate professionals since 1996. We integrate compelling local market editorial with informative national features and columns to deliver a unique perspective to the industry. Each local market edition profiles a prominent realty executive or innovative agency within the real estate industry. We feature an assortment of new products, services and innovations. No other publication serves the real estate market like Real Estate Executive magazine.

### 4-COLOR AD RATES

Size	1x	3x	6x	12x
Full Page	\$2,435	\$2,315	\$2,070	\$1,950
2/3 Page	1,825	1,735	1,550	1,460
1/2 Page h & v	1,460	1,390	1,240	1,170
1/3 Page s & v	1,095	1,040	930	875
1/4 Page h & v	850	810	725	680
2 Page Spread	3,655	3,470	3,105	2,920
Outside Back Cover	3,410	3,240	2,900	2,725
Inside Front Cover	3,045	2,890	2,585	2,435
Inside Back Cover	2,800	2,660	2,380	2,240

### BLACK & WHITE AD RATES

Size	1x	3x	6x	12x
Full Page	\$1,585	\$1,505	\$1,345	\$1,265
2/3 Page	1,185	1,130	1,010	950
1/2 Page h & v	950	900	805	760
1/3 Page s & v	710	675	605	570
1/4 Page h & v	555	525	470	445
2 Page Spread	2,375	2,255	2,020	1,900

### 4-COLOR INSERT RATES

Size	1x	3x	6x	12x
2 Page Insert	\$1,900	\$1,805	\$1,615	\$1,520
4 Page Insert	2,240	2,130	1,905	1,795
6 Page Insert	2,755	2,615	2,340	2,205

### CLASSIFIED AD RATES (BLACK & WHITE)

Size	3x	6x	12x
1/6 Page	\$450	\$425	\$380
1/8 Page	375	340	270

### TARGETED CIRCULATION

Real Estate Executive is distributed in over 37 major markets throughout the United States and produced exclusively for industry leaders including agents, managers, brokers and appraisers. Real Estate Executive readers are prominent and influential industry professionals in your local target market.

### ADVERTISING OPPORTUNITIES

**Local Advertising** – Reinforce your brand strategy and ensure the success of your advertising campaign through Real Estate Executive magazine. Promote directly to local Real Estate Executive readers to build a strong brand identity and increase product and service sales. Preferred placement options are available for you to maximize exposure to qualified readers.

**Multi-Market Advertising** – Expand your reach and effectively target multiple markets with call-to-action advertising in Real Estate Executive. Drive your advertising campaign across a variety of regions throughout the United States. Ask your local publisher about special volume discounts for multi-market advertising opportunities.

**Special Advertising** – Obtain a high profile position and command the reader's attention through multimedia advertising solutions such as belly bands, business reply cards, counter cards, custom posters, ePrints, gatefold covers, pre-printed inserts and poly-bags. This dynamic approach can differentiate your product message and special offers on many levels, including raising your profile at events and trade shows.

### PREMIUM REPRINTS

#### Colorful Reprints

Reprints of companies featured in Real Estate Executive are ideal for promoting your company, executives, and products and services. Increase your brand exposure with high quality 4-color reprints to use as brochure inserts, promotional flyers, direct mail pieces and trade show handouts.

#### Reprints en Español

Open up new market opportunities and spread the word to Spanish-speaking buyers. Reach this growing segment with Reprints en Español. We translate your reprints, allowing you to build product awareness in both English and Spanish. Ask about our special Combo pricing and make a lasting impression.

### PREFERRED PLACEMENT RATES

The publisher reserves the right to select advertising positions in each issue. However, the advertiser may pay a 10% premium to select premium placement positions in the magazine if the ad space is 4-color and 1/3 page or larger. Contact your local publisher for more details.

### RATE SPECIFICATIONS

All ad and insert rates are per insertion. Color may be added to b&w ads for an additional \$100 per color (CMYK only). Classified rates are not available in all markets.

### CLOSING DEADLINES

Please contact your local publisher for advertising and materials closing deadlines.

## MECHANICAL SPECIFICATIONS

**Final Trim:** 8.5" wide x 11" tall

**Binding:** Saddle-stitched

**Cover:** Sheet fed on 100 lb. gloss text

**Body:** Sheet fed on 70 lb. gloss text

**Line screen:** 175

ADVERTISING PAGE DIMENSIONS	(W x H)
Spread (Bleed)	17 1/4" x 11 1/4"
Spread (Non-Bleed)	16" x 10"
Full (Bleed)	8 3/4" x 11 1/4"
Full (Non-Bleed)	7 1/2" x 10"
2/3 Vertical	4 7/8" x 10"
1/2 Horizontal (Bleed)	8 3/4" x 5 5/8"
1/2 Horizontal (Non-Bleed)	7 1/2" x 5"
1/2 Vertical	4 7/8" x 7 1/2"
1/3 Square	4 7/8" x 5"
1/3 Vertical	2 5/16" x 10"
1/4 Vertical	3 1/2" x 5"
1/4 Horizontal	4 7/8" x 3 3/4"

\*1/4 Page ad sizes will be stacked on a page and are not available for page dominance.

CLASSIFIED AD DIMENSIONS	(W x H)
1/6 Vertical	2 5/16" x 5"
1/6 Horizontal	4 7/8" x 2 5/16"
1/8 Vertical	2 5/16" x 3 1/4"
1/8 Horizontal	3 1/2" x 2"

## ADVERTISING SPECIFICATIONS

**Platform:** Macintosh platform preferred

**Preferred File Format:** Press optimized, Acrobat PDF/X-1a compliant files are the preferred format for final artwork. Other acceptable applications are: Adobe InDesign®, Adobe Illustrator®, Adobe Photoshop®, and QuarkXpress®. We do not accept ads created in Microsoft Publisher®, Microsoft Word®, Microsoft Powerpoint®, Multi-Ad Creator®, or Corel Draw®.

**File Transfer:** All digital files should be provided on a CD or DVD and must be accompanied by a hard copy/proof of the finished product. Files may be uploaded to our FTP site; contact your local publisher for more information. Files transferred via FTP must be supplied as a PDF/X-1a file or source files must include a clearly labeled PDF "soft proof."

**Color:** All images must be saved in CMYK format. Any RGB, Index, or PMS colors must be converted to CMYK prior to submission of materials. Noncompliant images will automatically be converted to CMYK. Sunshine Media, Inc. does not assume responsibility for any discrepancies that may occur as a result of the conversion.

**Graphics:** Raster images must be 350ppi and saved in a TIFF or EPS format. Do not embed images in your source file without including those images separately (unless providing a PDF/X-1a file). Remove all embedded color profiles prior to saving files.

**Fonts:** Include all fonts with your source files. Adobe Type 1 fonts preferred – Include both printer and screen fonts. Font substitutions will be made for missing or noncompliant fonts. Sunshine Media, Inc. does not assume responsibility for content errors due to these substitutions.

**Charges:** Submit final, approved artwork only. Production charges may apply to your supplied ads if they do not comply with our specifications. Charges are billed at an hourly rate with a half-hour minimum.

## MULTIPLE MARKETS

Each contracted market requires separate ad files and proofs.

## CLASSIFIED AD SPECIFICATIONS

Classified ads are not available in all markets. Files accepted for classified ads must be in black and white, contain one logo and consist of no more than 25 words.

## DIGITAL FILE STORAGE

Digital files of supplied artwork will be archived for a 12-month period. Service charges apply for digital files recovered beyond the 12-month period. Original storage media will not be returned.

## INSERT REQUIREMENTS

Insert size: 8 1/4" x 11" or smaller. Paper stock not to exceed 100 lb. text. Inserts count as one insertion toward frequency. All single-page inserts are tipped in. Ask your publisher for the correct quantity to supply. If you are interested in having a custom insert produced, please call Sunshine Media for a quote.

**Shipping Instructions:** All inserts must be shipped prepaid and labeled with the magazine edition name, 5-digit publication number (contact publisher for number), month of issue, and total number of boxes.

Sunshine Media Printing  
Attn: Howie Hibbs  
3980 East Columbia Street  
Tucson, Arizona 85714-2140

## Contact your local Publisher for more information



A Sunshine Media Publication | 8283 N Hayden Rd, Ste 220, Scottsdale, AZ 85258  
480.522.2900 | Fax: 480.522.2901 | sunshinemedia.com

# Service Company Report Form

*please share as much information as possible about your experience*

By submitting reports, you're sharing valuable feedback with your fellow Angie's List members. When describing your experiences, be sure to include the details — information that will help others make educated hiring decisions.

Remember, the List is more than just plumbers and electricians. Use this form — or visit [angieslist.com](http://angieslist.com) — to report on any category we rate, such as mailbox repair, piano tuning and jewelry appraisers.

Keep in mind that our List Feeder Winner, the member in each chapter who contributes the most reports in a given month, earns their choice of a pair of movie tickets or a \$15 gift card for The Home Depot. List Feeder Winners are entered in a national drawing for \$1,000 at the end of the year.

## COMPANY INFORMATION

company name \_\_\_\_\_

address \_\_\_\_\_

address 2 \_\_\_\_\_

city \_\_\_\_\_

phone number \_\_\_\_\_

## YOUR INFORMATION

name \_\_\_\_\_

e-mail address \_\_\_\_\_

phone number \_\_\_\_\_



**Angie's List®**  
www.angieslist.com

## ABOUT THE WORK

Did the company perform work? (as opposed to just an estimate) ☐ yes ☐ no

Approximately how much did the project cost? \$ \_\_\_\_\_

How did the final cost compare to the original estimate?  
☐ higher than estimate ☐ right on ☐ lower than estimate ☐ n/a

comments \_\_\_\_\_

How does the value of the work compare to the price?  
☐ I got more than my money's worth ☐ I got exactly what I paid for ☐ I paid too much

How far in advance did you schedule the work?  
☐ same day ☐ within a week ☐ 1-2 weeks ☐ more than 2 weeks

How long did the contractor estimate the job would take? \_\_\_\_\_

How long did it actually take? \_\_\_\_\_

Please describe (in detail) the work performed. \_\_\_\_\_

*Handwritten note: I got more than my money's worth. I got exactly what I paid for. I paid too much.*

Did anything particularly odd or interesting happen during the course of the work? If so, please explain \_\_\_\_\_

## IN GENERAL

Did you find this company through Angie's List? ☐ yes ☐ no  
 If yes, which Angie's List source(s)? ☐ call center ☐ publication ☐ website  
 If no, what was the other source? \_\_\_\_\_

Why did you choose this contractor? (please check all that apply)  
☐ best price ☐ location ☐ reputation ☐ other \_\_\_\_\_

☐ This is the first time I've used this company ☐ I've used this company more than once

What did you like most about this company/contractor? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What did you like least about this company/contractor? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What surprises came up during the course of the work? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What words of advice would you give other members considering this contractor? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What words of advice would you give this contractor? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## RATINGS

1. Responsiveness  
(i.e. promptness in returning calls, etc.) ☐ A ☐ B ☐ C ☐ D ☐ F ☐ N/A
2. Punctuality ☐ A ☐ B ☐ C ☐ D ☐ F ☐ N/A
3. Quality of work. ☐ A ☐ B ☐ C ☐ D ☐ F ☐ N/A
4. Professionalism  
(i.e. cleanliness, courtesy, etc.) ☐ A ☐ B ☐ C ☐ D ☐ F ☐ N/A
5. Price ☐ A ☐ B ☐ C ☐ D ☐ F ☐ N/A



Would you like to nominate this report for the Page of Happiness? ☐ yes ☐ no

Would you hire this company for a future job? ☐ yes ☐ no

If no, would you like help finding another company? ☐ yes ☐ no

If no, would you like help resolving a complaint? ☐ yes ☐ no

.....  
 Please comment on your overall experience \_\_\_\_\_

.....  
 1-800-4-A-ANGIE  
 N/A, B, C, D, F

A = Excellent  
 B = Good  
 C = Fair  
 D = Bad  
 F = Lousy  
 N/A = Not Applicable

## MAKE IT OFFICIAL

Please sign and date in the space below. Also, please remember this report information will be available to the service company being rated.

I confirm that the information contained in this Service Evaluation Form (i) is true and accurate and (ii) represents my actual first-hand experience. I acknowledge and understand that Angie's List is relying upon the accuracy of the information in order to serve other members. I confirm that I do not work for, am not in competition with, or am not in any way related to the service provider in this report.

signature \_\_\_\_\_

date \_\_\_\_\_

“Ad-Books” are self published and thus require quotes for printing year after year. The following are examples of “Ad-Book” print quotes. “Ad-Books” differ from commercial publications which print regularly or typically and at commercial rates. “Ad-Books” are often printed a.) at retail rates and in small quantities or b.) are given special pricing by the printer who has an affinity to the group or takes a tax-deduction from the print-process for this type of not-for-profit customer.



Sample

~~TRIANGLE~~

ideas. solutions. printing.

~~ANNIVERSARY~~

December 30, 2004

Quotation

Mr. ~~XXXXXXXXXX~~

~~XXXXXXXXXX~~

600 Davis St.

Evanston, IL 60001

Fax: 847-422-6001

Submitted by: ~~Dan G. Smith~~

\*\*\*\*\*

DESCRIPTION: Ad Book 5.5" x 8.5" finished size  
144 page body + Cover, perfect bound

QUANTITY: 1000

STOCK: Cover - 10pt C1S Body - 60# Starbrite Opaque text

FILM/ART Client to provide disk  
SPECS:

PROOFING: Triangle to supply digital color proof for approval

PRESSWORK: Cover - 4/1 Body - 1/1

FINISHING: Cut, fold, perfect bind, carton

DELIVERY: One local delivery included

PRICE/TERMS: \$8250

OVERRUNS/UNDERRUNS NOT TO EXCEED 10%, TO BE BILLED OR CREDITED  
ACCORDINGLY. This quotation is subject to final review upon receipt of disk & photography.  
TERMS OF SALE-NET 30 DAYS, subject to approved credit. First order may require a deposit and  
payment in full prior to shipping dependent on credit information.

t. 847-675-2700 ~~675-2700~~

9727 Chase Avenue, Skokie, Illinois 60076

www.triangleprinters.com Triangle Printers

CONFIDENTIAL

AD BOOK Description:  
Perfect bound book

Quantity: 500

Pages:130 -150

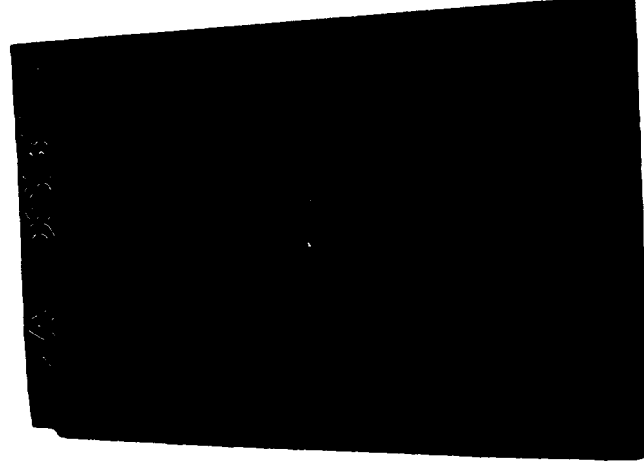
60# offset plain paper stock  
20 pages glossy paper stock  
Black and White all pages  
weight:.004

Cover and back color  
glossy outside only  
weight:.009

Finished size 8.5 x 5.5"

Binding:perfect bound

Book from last year



SAMPLE PRINTING QUOTE

**Date:** January 06, 200

**To:**

**RE:** BOOK

**From:**

**Description:** *Perfect Bound Book Plus 4pp Cover*

**Quantity:** 1000

**Pages,**  
**Paper and Ink:** BODY - 130pp on 60# Offset PLUS 20pp on 80# Gloss  
Text Prints 1/1 Black w/No Bleeds  
COVER – 4pp Prints 4/1 w/Bleed on 10PT C1S Plus  
Aqueous or UV Coating on One Side

**Size:** Finished – 8.5 x 5.5

**Pre-Press:** Disk

**Proof:** Yes

**Bindery:** Perfect Bound

**Shipping:** Local

**Price:** \$4900.00

**Thank you and please call me with any questions.**



“Ad-Book” printers know the difference between commercial and charity or non-profit “Ad-Book” jobs. The following memo further expresses the field from a traditional printer (who is excited with patent pending process).

## PRINTER's NOTES & SUGGESTIONS

**From:** Sent: Friday, August 200 **To:** Bruce Fogelson **Subject:**

...Printers Inc., established 1948 and "cut its teeth" on producing "ad books" including those for many charities and organizations. Elder brother .... president of ...PRESS taught \_\_\_\_ Press was one of the largest ad books printers in 1930-50s in the \_\_\_\_ area. and started his own printing co. .... Printers Inc., in 1948 and went right into producing ad books for the .... area and continues today producing those books for some of those same organizations.

Even though technology is constantly changing, the ad book concept still remains the same as it s original idea, a way for organizations to raise money. Technology has had an impact on ad books and improvements are never ending and always welcome.

Books are produced faster now which gives the organizations more time to promote the event and raise more money for the cause. Technology helps the printer produce more books in the same time. In the past the printer could only produce so much, but now more can be produced in the same time frame.

With today's technology the computer savvy person can, and some do, create their own page for the ad book and submits their ad via hard copy, disk or e-mail. This saves the organization money on the typesetting and proofing, costs, and gives the organization a shorter deadline.  
(MORE TIME)

The donator also now knows how the ad will look.

At ..... Printers we are very excited for the proposed "Ad Book On Line" idea. It could truly revolutionize this industry that is so very important to us, as printers, and to the many organizations in the fundraising efforts that they do. As one of the oldest firms or families that we know in this industry, we can say honestly, and with some authority, that this would be a significant difference in the process and methods for us and our customers.



“Ad-Book” on-line technology is significant and by no means simple.

The following is a technology brief for the “Ad-Book” online.

Also attached are recent “Ad-Book” development structure report.

This shows the complexity and uniqueness of the proposed invention.

## **AdBook Online technology brief ~ Confidential**

By Cary Pearlman CTD to Bruce A. Fogelson – Patent Pending -

### **Technology Partnership:**

AdBook Online has chosen eClick Performance to develop the prototype, user interface, web site, Internet strategy and Internet marketing. eClick Performance has help over 120 clients over the last year to increase their web sites profitability by optimizing their site to not only rank the highest possible on all of the major search engines (Google, MSN, Yahoo, AOL, etc...) but also monitoring click traffic on their clients site and redesign sites to maximize the current site traffic.

eClick is a full service Internet marketing company providing exceptional web design and development, database and application integration, and Internet marketing including Search Engine Optimization, Paid Placement Campaign creation and management, banner placement, email marketing, and many other Internet marketing solutions. eClick's staff also maintains web pages for its clients reducing the staffing needs of their clients.

### **AdBook Architecture:**

#### **Front-end:**

After extensive research and testing eClick Performance has selected and is building the user interface using some of all of: HTML, PHP, CSS, and Java Script. This will allow us the most flexibility in the early stages of development and will work with the most number of client browsers. Plus the fact they can easily staff up quickly if need with these common skills.

The user interface will be a common web base form but using CSS to create a much nicer user experience, cleaner pages, and will work on all of the major browsers. When looking at the current prototype you will notice it looks more like a PDF or print form then a normal web base form. This is due to both the graphics arts talent at eClick and their ability to maximize the use of CSS to deliver a pleasing looking and familiar looking form.

#### **Back-end:**

The backend database is also base on common technology allowing the fastest development with the most flexibility. It is using a common and easily adaptable SQL. The SQL platform can easily be upgrade to a fully comprehensive database platform providing enterprise-class data management with integrated business intelligence (BI) tools. SQL is completely secure and a reliable storage for both relational and structured data, enabling us to build out and manage highly available.

#### **Printing:**

Since there are many options, users, and company involved in the over all process including the print process, we have opted for an "Open Source" type concept allowing us to deliver the final product in the format that works best for each user. Since we are running on a SQL database we can generate the appropriate format for the appropriate user.

We know we will need at least 2 main print formats. First will need to create and print in a PDF format. This allow us to not only to control the print on anyone's computer and printer regardless to brand, operating system, type, or age but it is the most common program of its kind capable of running on 99% of all current computers.

The second more important format is for the printer who will be taking the final product to the print press. They tend to use the EPS (encapsulated postscript) format. The system will also be capable of generating any other common print formats.

After extensive research, conversations and work with Adobe to allow us to print in the most poplar Adobe PDF formant, we have selected to use a third party to create the PDFs on the fly. One reason for our decision is base on price. Believe it or not Adobe wanted over \$1 million dollars for their "PDF server" when we have found many other companies able to generate the same PDF file in the range of only \$5,000 to \$10,000 for their software! On Adobes defense this is a new product for them and they will probable reduce the price after it is in the market for a while.

**Reporting / Data Harvesting:**

Once again, base on our SQL data structure we are able to use simple database quires and excel reports. The system will also work with the powerful integration to Business Objects' Crystal Reports.



# AdBook Development Structure

April 16, 2007

Prepared for: **Adbook**  
**Bruce Fogelson**

Prepared by: **Kimberly Sue Eastep**  
**312.640.0083**  
**[Kim@eClickPerformance.com](mailto:Kim@eClickPerformance.com)**

**Cary Pearlman**  
**312.640.0083**  
**[Cary@eClickPerformance.com](mailto:Cary@eClickPerformance.com)**

Status: DRAFT Version 1.4



# Basic Database Structure and Tables

## Organization Data -- The Core Table within the Database Structure

An organization may have many AdBooks. Each AdBook may have only one AdBook Chairman(sm), but many AdBook Chairmen(sm) may provide services for a single organization via multiple AdBooks. All search options for the web site will point to a given organization, which may in turn offer several AdBooks. The specific data stored in the table includes group contact information, including organization's name, mailing address, email, phone, fax.

## Pertaining to AdBook General Users

### **User Data** (userdata table)

User contact information and the record of agreement with the pledge statement. Linked to specific AdBook. Linked to Organization.

### **Print Ad Data** (printad table)

Information about the print ad, ad page choice and size, plus the ad itself as created by the user. Linked to User. Linked to specific AdBook. Linked to Organization.

### **Online Ad Data** (onlinead table)

The full listing for the online ad. Linked to User. Linked to specific AdBook. Linked to Organization.

### **Dedications** (dedication table)

User dedication listing. Linked to User. Linked to specific AdBook. Linked to Organization.

### **Payment Data** (payment table)

Payment information. Linked to User. Linked to specific AdBook. Linked to Organization.

## Pertaining to Specific AdBook Account Access

### **Login Data** (login table)

Login information including email address, password, and security Q/A. Different access privileges are assigned to be used at login to determine whether this is a general user or a AdBook Chairman(sm). Linked to user. Linked to AdBook Chairman(sm). Linked to specific AdBook. Linked to Organization.



## **Search and Key Word Assignments**

Search variables and key descriptions for use in finding and accessing a specific adbook user page. Including city, state, organization, organization type, and description. Linked to specific Organization.

## **Pertaining to AdBook Chairmen(sm) and Setting-Up AdBook Accounts**

### **AdBook Chairman(sm) Data** (chairmandata table)

Information about all AdBook Chairmen, including name, mailing address, email, phone number. Linked to specific Organization. Linked to specific AdBook.

### **AdBook Data** (bookstructure table)

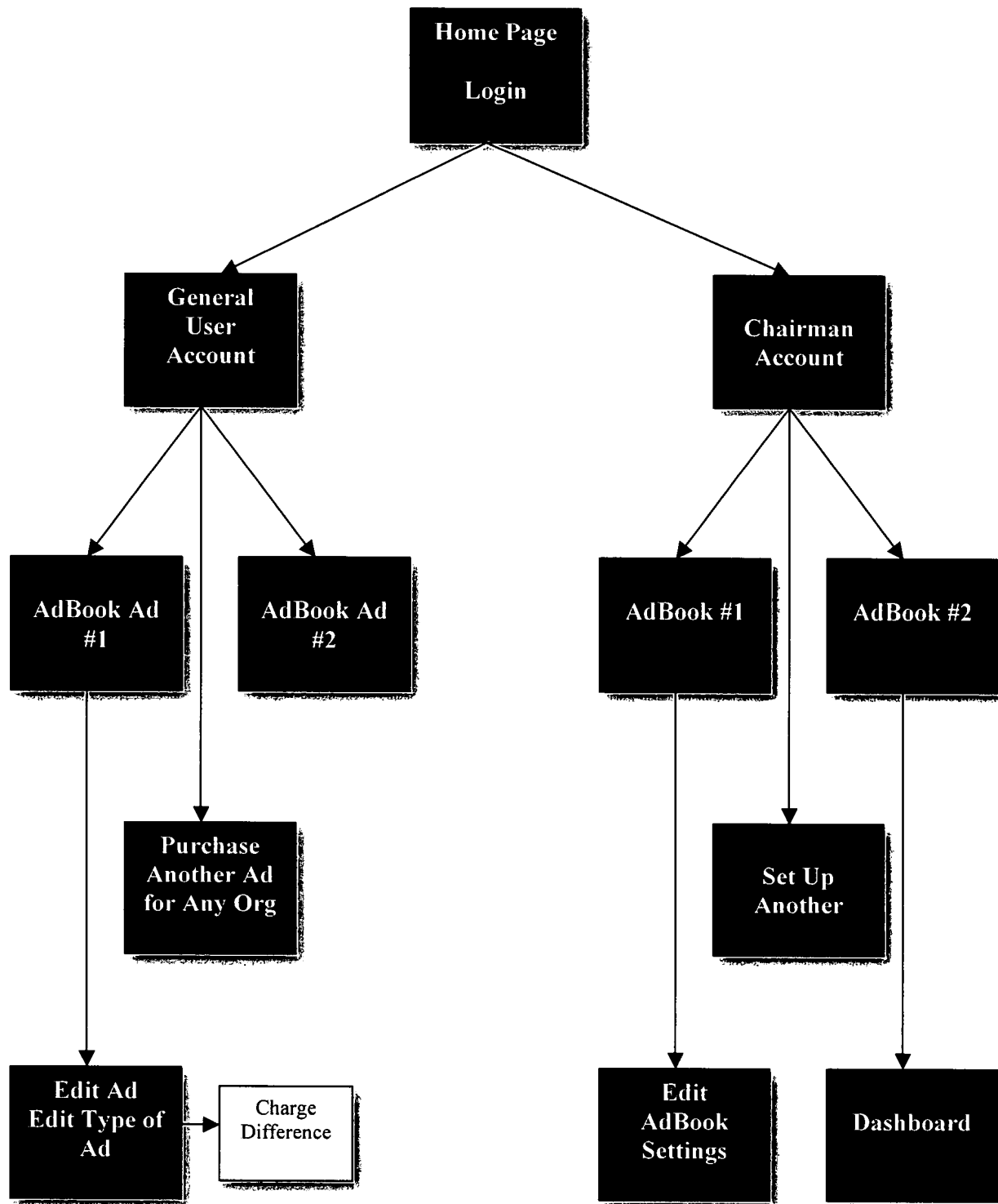
Information for the creation of a specific AdBook, including size, cover choices, special pages allowed, pricing, opening and closing dates, etc. Linked to specific Organization.

### **Pricing Data** (bookpricing table)

Pricing for specific AdBook options, including for print and online ads. Linked to specific AdBook.

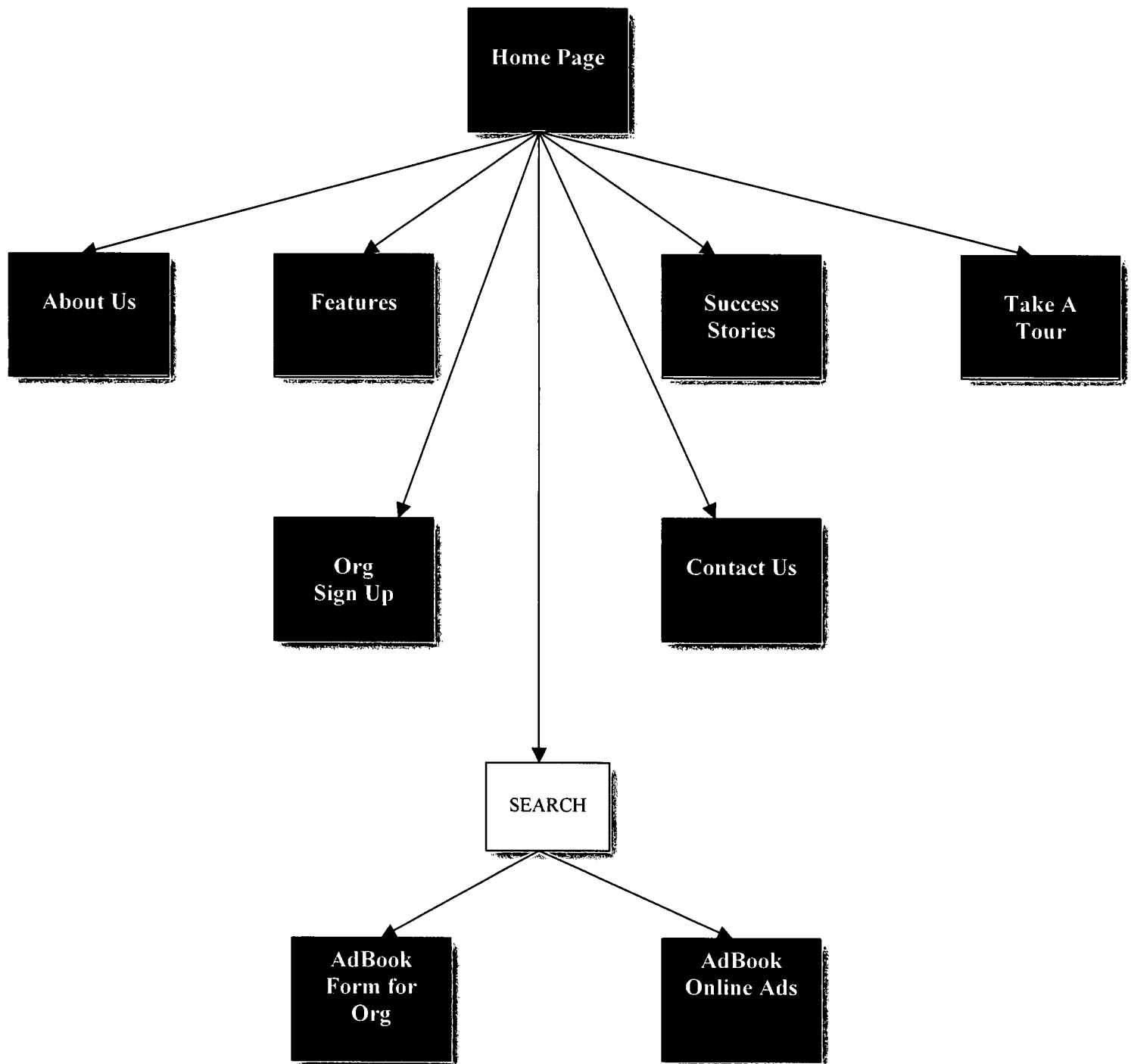


## Login website structure





## Public site map





# AdBook Management

## Table Structure

### ORGDATA

oid	int(9)	/*ORG ID PRIMARY KEY AUTO_INCREMENT*/
org_name	varchar(100)	/*ORG_NAME NOT NULL*/
org_address	varchar(150)	/*ORG_ADDRESS NOT NULL*/
org_city	varchar(40)	/*ORG_CITY NOT NULL*/
org_state	varchar(2)	/*ORG_STATE NOT NULL*/
org_zip	int(5)	/*ORG_ZIP NOT NULL*/
org_phone	int(10)	/*ORG_PHONE NOT NULL*/
org_fax	int(10)	/*ORG_FAX NULL*/
org_email	varchar(50)	/*ORG_EMAIL NOT NULL*/
tax_id	int(9)	/*TAX ID NULL*/
description	mediumtext	/*DESCRIPTION NOT NULL*/
thank_you	mediumtext	/*THANK_YOU NULL*/
org_date	date	/*ORG_DATE NOT NULL*/

### CHAIRMANDATA

chair_id	int(9)	/*CHAIRMAN_DATA PRIMARY KEY AUTO_INCREMENT*/
first_name	varchar(30)	/*FIRSTNAME NOT NULL*/
last_name	varchar(50)	/*LASTNAME NOT NULL*/
address	varchar(150)	/*STREET ADDRESS NULL*/
city	varchar(40)	/*CITY NOT NULL*/
state	varchar(2)	/*STATE NOT NULL*/
zip	varchar(10)	/*ZIPCODE NOT NULL*/
phone_number	int(10)	/*PHONE NUMBER NOT NULL*/
fax	int(10)	/*FAX NUMBER NULL*/

### BOOKSTRUCTURE

book_id	int(9)	/*BOOK_ID PRIMARY KEY AUTO_INCREMENT*/
print_size	int(1)	/*PRINT_SIZE NOT NULL SEE-KEY*/
prod_value	int(1)	/*PROD_VALUE NOT NULL SEE-KEY*/
est_number	int(1)	/*EST_NUMBER NULL SEE-KEY*/
front_inside	int(1)	/*FRONT_INSIDE NOT NULL*/



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rear_inside	int(1)	/*REAR_INSIDE NOT NULL*/
rear	int(1)	/*REAR NOT NULL*/
binding	int(1)	/*BINDING NOT NULL SEE_KEY*/
print_opt	int(1)	/*PRINT_OPT NOT NULL SEE-KEY*/
open_date	date	/*OPEN_DATE NOT NULL*/
close_date	date	/*CLOSE_DATE NOT NULL*/

#### **BOOKPRICING**

adprice_id	int(9)	/*ADPRICE_ID PRIMARY KEY AUTO_INCREMENT*/
gold_full	decimal(4,2)	/*GOLD_FULL NULL*/
gold_half	decimal(4,2)	/*GOLD_HALF NULL*/
silver_full	decimal(4,2)	/*SILVER_FULL NULL*/
silver_half	decimal(4,2)	/*SILVER_HALF NULL*/
bronze_full	decimal(4,2)	/*BRONZE_FULL NULL*/
bronze_half	decimal(4,2)	/*BRONZE_HALF NULL*/
standard_full	decimal(4,2)	/*STANDARD_FULL NOT NULL*/
standard_half	decimal(4,2)	/*STANDARD_HALF NOT NULL*/
standard_qtr	decimal(4,2)	/*STANDARD_QTR NOT NULL*/
bus_card	decimal(4,2)	/*BUS_CARD NOT NULL*/
patrons	decimal(4,2)	/*PATRONS NOT NULL*/
boosters	decimal(4,2)	/*BOOSTERS NOT NULL*/
online_6	decimal(4,2)	/*ONLINE_6 NOT NULL*/
online_12	decimal(4,2)	/*ONLINE_12 NOT NULL*/

#### **// INT KEY //**

##### **print\_size**

1=6x9  
2=8.5x8.5  
3=8.5x11

##### **prod\_value**

1=Basic paper w/Card Stock Cover  
2=Glossy Cover w/B&W only  
3=Glossy Cover w/B&W, Gold, Silver, Bronze  
4=Glossy Throughout w/B&W, Gold, Silver, Bronze



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**binding**

1=Bound

2=Spiral

**print\_opt**

1=AdBook will print and ship it to Org

2=Choose Your Own Printer





# AdBook General User Table Structure

## USER\_DATA

user_id	int(9)	/*USER ID PRIMARY KEY AUTO_INCREMENT*/
first_name	varchar(30)	/*FIRSTNAME NOT NULL*/
last_name	varchar(50)	/*LASTNAME NOT NULL*/
business_name	varchar(100)	/*BUSINESS NAME NULL*/
user_occ	int(2)	/*USER_OCC NULL*/
address	varchar(150)	/*STREET ADDRESS NULL*/
city	varchar(40)	/*CITY NOT NULL*/
state	varchar(2)	/*STATE NOT NULL*/
zip	varchar(10)	/*ZIPCODE NOT NULL*/
phone_number	int(10)	/*PHONE NUMBER NOT NULL*/
fax	int(10)	/*FAX NUMBER NULL*/
agree	int(1)	/*AGREE TO TERMS AND CONDITIONS 1=YES 0=NO*/
user_date	date	/*USER_DATE NOT NULL*/

## PRINT\_AD

printad_id	int(9)	/*AD ID PRIMARY KEY AUTO_INCREMENT
ad_type	int(1)	/*AD SIZE-TYPE NOT NULL SEE-KEY*/
boosterpatron	int(1)	/*BOOSTER OR PATRON NULL SEE-KEY*/
printad_img	varchar(50)	/*PRINTAD_IMG NOT NULL*/

## ONLINE\_AD

online_id	int(9)	/*ONLINE AD ID PRIMARY KEY AUTO_INCREMENT*/
online_length	int(2)	/*ONLINE AD TIME LENGTH NULL SEE-KEY*/
online_name	varchar(100)	/*ONLINE AD NAME NULL*/
online_email	varchar(50)	/*ONLINE AD EMAIL NULL*/
online_phone	int(10)	/*ONLINE AD PHONE NUMBER NULL*/
online_website	varchar(80)	/*ONLINE AD WEBSITE ADDRESS NULL*/
online_business	int(2)	/*ONLINE AD BUSINESS CATEGORY NULL*/



## **DEDICATION**

ded\_id            int(9)            /\*DEDICATIONS ID PRIMARY KEY AUTO INCREMENT\*/  
dedications      int(1)            /\*DEDICATIONS NULL SEE-KEY\*/  
dedication\_name varchar(80)   /\*DEDICATION\_NAME NULL\*/  
forward\_name    varchar(80)   /\*FORWARD COPY OF DEDICATION TO NULL\*/  
forward\_email   varchar(50)   /\*FORWARD COPY OF DEDICATION TO EMAIL NULL\*/

## **PAYMENT – under development**

pay\_id           int(9)            /\*PAYMENT ID PRIMARY KEY AUTO\_INCREMENT\*/  
card  
expire  
card\_number  
card\_holder  
print  
online  
total  
\*\*CREDIT CARD INFO - NEED INSIGHT

## **// INT KEY //**

### **sq\_question**

1=mothers maiden  
2=first pet  
3=high school  
4=father middle

### **ad\_type**

1=full page gold  
2=half page gold  
3=full page silver  
4=half page silver  
5=full page bronze  
6=half page bronze  
7=full page standard  
8=half page standard



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9=quarter page standard

10=business card

11=patrons

12=booster

**online\_length**

6=6 months

12=12 months

**online\_business** - Decide How Handle Categories 'S' - integer s Or Varchar

**dedications**

1=Friends Of:

2=Special Thanks To:

3=In Honor Of:

4=In Memory Of:

**boosterpatron**

1=patron

2=booster

## Database Table SQL Code

```
CREATE TABLE `adbook_userdata` (  
  `user_id` INT( 9 ) NOT NULL DEFAULT '100000001' AUTO_INCREMENT,  
  `first_name` VARCHAR( 30 ) NOT NULL ,  
  `last_name` VARCHAR( 30 ) NOT NULL ,  
  `business_name` VARCHAR( 100 ) NULL ,  
  `user_occ` INT( 2 ) NULL ,  
  `address` VARCHAR( 150 ) NULL ,  
  `city` VARCHAR( 40 ) NOT NULL ,  
  `state` CHAR( 2 ) NOT NULL ,  
  `zip` INT( 10 ) NOT NULL ,  
  `phone` INT( 10 ) NOT NULL ,  
  `fax` INT( 10 ) NULL ,  
  `user_date` DATE NOT NULL ,
```



```
PRIMARY KEY ( `user_id` )  
) TYPE = MYISAM AUTO_INCREMENT=1 ;
```

```
CREATE TABLE `adbook_printad` (  
  `printad_id` INT( 9 ) NOT NULL AUTO_INCREMENT DEFAULT '100000001',  
  `ad_type` INT( 1 ) NULL ,  
  `boosterpatron` INT( 1 ) NULL ,  
  `printad_img` VARCHAR( 50 ) NULL,  
  PRIMARY KEY ( `printad_id` )  
) TYPE = MYISAM AUTO_INCREMENT=1 ;
```

```
CREATE TABLE `adbook_onlinead` (  
  `online_id` INT( 9 ) NOT NULL AUTO_INCREMENT DEFAULT '100000001',  
  `online_length` INT( 2 ) NULL ,  
  `online_name` VARCHAR( 100 ) NULL ,  
  `online_email` VARCHAR( 50 ) NULL ,  
  `online_phone` INT( 10 ) NULL ,  
  `online_website` VARCHAR( 80 ) NULL ,  
  `online_business` INT( 2 ) NULL,  
  PRIMARY KEY ( `online_id` )  
) TYPE = MYISAM AUTO_INCREMENT=1 ;
```

```
CREATE TABLE `adbook_dedication` (  
  `ded_id` int(9) NOT NULL AUTO_INCREMENT DEFAULT '100000001',  
  `dedications` int(1) NULL,  
  `dedication_name` varchar(80) NULL,  
  `forward_name` varchar(80) NULL,  
  `forward_email` varchar(50) NULL,  
  PRIMARY KEY ( `ded_id` )  
) TYPE=MyISAM AUTO_INCREMENT=1 ;
```

```
CREATE TABLE `adbook_orgdata` (  
  `oid` int(9) NOT NULL AUTO_INCREMENT DEFAULT '100000001',  
  `org_name` varchar(100) NOT NULL,  
  `org_address` varchar(150) NOT NULL,  
  `org_city` varchar(40) NOT NULL,  
  `org_state` varchar(2) NOT NULL,  
  `org_zip` int(5) NOT NULL,
```



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```
`org_phone` int(10) NOT NULL,  
`org_fax` int(10) NULL,  
`org_email` varchar(50) NOT NULL,  
`tax_id` int(9) NULL,  
`description` mediumtext NOT NULL,  
`thank_you` mediumtext NULL,  
`org_date` date NOT NULL,  
PRIMARY KEY (`oid`)  
) TYPE=MyISAM AUTO_INCREMENT=1;
```

```
CREATE TABLE `adbook_chairmandata` (  
  `chair_id` int(9) NOT NULL AUTO_INCREMENT DEFAULT '100000001',  
  `first_name` varchar(30) NOT NULL,  
  `last_name` varchar(50) NOT NULL,  
  `address` varchar(150) NULL,  
  `city` varchar(40) NOT NULL,  
  `state` varchar(2) NOT NULL,  
  `zip` varchar(10) NOT NULL,  
  `phone_number` int(10) NOT NULL,  
  `fax` int(10) NULL,  
  PRIMARY KEY (`chair_id`)  
) TYPE=MyISAM AUTO_INCREMENT=1;
```

```
CREATE TABLE `adbook_bookstructure` (  
  `book_id` int(9) NOT NULL AUTO_INCREMENT DEFAULT '100000001',  
  `print_size` int(1) NOT NULL,  
  `prod_value` int(1) NOT NULL,  
  `est_number` int(1) null,  
  `front_inside` int(1) NOT NULL DEFAULT 0,  
  `rear_inside` int(1) NOT NULL DEFAULT 0,  
  `rear` int(1) NOT NULL DEFAULT 0,  
  `binding` int(1) NOT NULL,  
  `print_opt` int(1) NOT NULL,  
  `open_date` date NOT NULL,  
  `close_date` date NOT NULL,  
  PRIMARY KEY (`book_id`)  
) TYPE=MyISAM AUTO_INCREMENT=1;
```



eClick Performance

```
CREATE TABLE `adbook_bookpricing` (  
  `adprice_id` int(9) NOT NULL AUTO_INCREMENT DEFAULT '100000001',  
  `gold_full` decimal(4,2) NULL,  
  `gold_half` decimal(4,2) NULL,  
  `silver_full` decimal(4,2) NULL,  
  `silver_half` decimal(4,2) NULL,  
  `bronze_full` decimal(4,2) NULL,  
  `bronze_half` decimal(4,2) NULL,  
  `standard_full` decimal(4,2) NOT NULL,  
  `standard_half` decimal(4,2) NOT NULL,  
  `standard_qtr` decimal(4,2) NOT NULL,  
  `bus_card` decimal(4,2) NOT NULL,  
  `patrons` decimal(4,2) NOT NULL,  
  `boosters` decimal(4,2) NOT NULL,  
  `online_6` decimal(4,2) NOT NULL,  
  `online_12` decimal(4,2) NOT NULL,  
  PRIMARY KEY (`adprice_id`)  
) TYPE=MyISAM AUTO_INCREMENT=1;
```

## Additional notes

////////////////////////////////// TO CLARIFY //////////////////////////////////////

Images or icons for ad image from or like NEBS forms = New England Business??

Buy an Ad – Do you want your contact info included? – not currently on form??

Value added sale – give now for next yr at a discount? – not on form now??

Verify Order – One last bonus savings – online ads only – no print?? Still in play??

Verify Order – Please send copy from me to...?? Still in Play??



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Under Set-Up or Admin – may be worth while having them choose or set Org, Category, Region, In Honor Of.....


View Ad Books – By Type = Drop Menu => Multiple Books for a single Org

**\*\*CREDIT CARD INFO - NEED INSIGHT**




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## Current site design / Website



[about](#)
[affiliates](#)
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[key features](#)
[sample forms](#)
[how it works](#)



# Custom Ad Books Online

- SchoolAdBook.org
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- MyCommunityAdBook.org

## Welcome

to the Ad Book Online!

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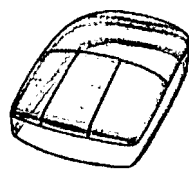
### featured services

**Præsent consequat consetctetur risus**

- Aenean suscipit tellus in ante.
- Lorem ipsum dolor sit amet, consetctetur.
- Nunc nec risus at justo pellentesque luctus.

Usce varius facilisis lectus. Nunc nec risus at justo pellentesque luctus. Præsent consequat consetctetur risus. Phasellus varius egestas odio. Proin rhoncus, lacus ac venenatis cursus, nisi lacus volutpat mi, blandit euismod lacus mi volutpat nisi. Integer accumsan tellus a quam. Lorem


### how it works



- Setup your account in minutes
- Create your pricing structure
- This allows anyone to take an ad out quickly, easily, and securely from any computer

### create your ad book online

- It's Fast
- It's Easy
- It's Secure



**Start Now!**

#### Choosing Items & Quantities

Item Name:  Price:  Quantity:

Item Description:

Item Category:

Item Status:

Item Location:

Item Date:

Item Time:

Item User:

Item Password:

Item Email:

Item Phone:

Item Address:

Item City:

Item State:

Item Zip:

Item Country:

Item Currency:

Item Tax:

Item Discount:

Item Note:

Item Action:

#### Item Details

Item Name:  Price:  Quantity:

Item Description:

Item Category:

Item Status:

Item Location:

Item Date:

Item Time:

Item User:

Item Password:

Item Email:

Item Phone:

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Item Currency:

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Item Note:

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Address: \_\_\_\_\_  
\*City: \_\_\_\_\_ \*State: \_\_\_\_\_ \*Zip: \_\_\_\_\_  
\*Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_  
\*Email: \_\_\_\_\_ \*Password: \_\_\_\_\_  
\*Security Question: [Security Question] \*Answer: \_\_\_\_\_  
(Your Email confirmation will be sent to this address.)

### Ad Book Ad Maker

Your Ad Message and/or... Your Ad Layout/Design and/or... Your Ad Image. Drag, Drop In, or Pick  
Deadline for online ad art is June 16th, 2006

Select print ad size

<input checked="" type="checkbox"/> Full Page	Gold Sponsor	\$200.00	<input type="radio"/>	Standard Sponsor	\$100.00	<input type="radio"/>
<input type="checkbox"/> 1/2 Page	Gold Sponsor	\$200.00	<input type="radio"/>	Standard Sponsor	\$100.00	<input type="radio"/>
<input type="checkbox"/> 1/4 Page		\$35.00	<input type="radio"/>	<input checked="" type="checkbox"/> Business Card	\$35.00	<input type="radio"/>
Patrons		\$20.00	<input type="radio"/>	Booster	\$10.00	<input type="radio"/>

Type, select, design your own message, ad, or sponsorship and/or attach your own art:

Ad Copy:

[Font Size] [Style] Select an Image Select a Border

Upload Camera Ready Art:

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For 12 Months

\$50.00 ☐

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Email: \_\_\_\_\_

Number: \_\_\_\_\_

Website: \_\_\_\_\_

Category:

[Type of Business] ▾

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### Thanks, Dedications, Tell a Friend

Who can we thank for your support?

[Friends Of: ▾] \_\_\_\_\_

Forward a copy of your  
contribution to:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

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### Pledge & Payment

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I agree to the Terms and Conditions ☐

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[Visa ▾]

Ad Book Ad \_\_\_\_\_

Expiration Date \_\_\_\_\_

Online Ad \_\_\_\_\_

Card Number \_\_\_\_\_

Total \_\_\_\_\_

Cardholder Name \_\_\_\_\_

**Submit**

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- OR -



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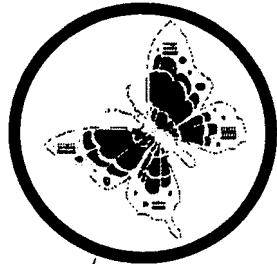
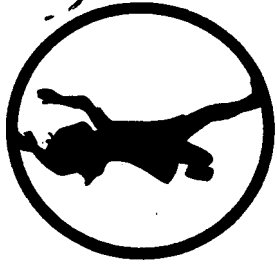
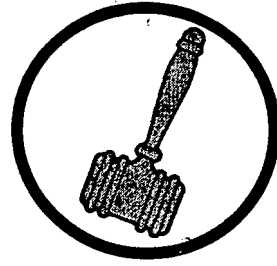
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and helping support the

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**Program**

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Dorit  
Eilat  
Hofesh  
Ilana  
Medina  
Orit

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Shira  
Shira-Menorah  
Tikvah  
Toladah  
Yehudit

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## FACTS IN BRIEF

### IN ISRAEL

- provides funds for over 25,000 children day care classes and a day/night facility
- operates community centers throughout Israel offering a full range of educational, cultural and social activities for every age group
- organizes and conducts counseling programs for adolescents and their families
- sponsors clubs for Arab and Druza women for job training, cultural activities and such courses as child care, Hebrew and sewing
- runs summer camps for disadvantaged mothers of large families

### Status of Women

- provides free legal aid for women
- maintains five centers for the prevention and treatment of violence in the family
- sponsors a shelter for battered women in cooperation with the Municipality of Tel Aviv
- established MEHAD, support system for single parent families
- operates a Department of Health which provides information and guidance.

### Agricultural and Vocational Training

- operates agro-mechanical dormitory high schools
- maintains "Timon" vocational and technological high schools for youth
- provides a broad network of vocational programs for women and young people
- awards hundreds of scholarships annually for academic and vocational training

### IN THE UNITED STATES

- advocates legislation and participates in hearings and coalitions in the areas of women's rights, child welfare, "right of choice," constitutional issues, civil rights, housing and employment through the Washington Task Force.
- Supports Jewish education, Jewish youth activities, and Hazonim Dror, the Labor Zionist Youth Movement
- participates in allied campaigns for Israel: UJA, Israel Bonds and Jewish National Fund
- Member of World Labor Zionist Movement, Conference of Presidents of Major American Jewish Organizations, World Jewish Congress, American Zionist Movement, Leadership Conference of Jewish Women's Organizations, and Religious Coalition on Abortion Rights
- Convener of National Summit Meeting on domestic violence for Major American Jewish Women's Organizations

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# **A MESSAGE**

FROM

**BESS GOLDBERG &  
KAREN SAHARACK**  
Yearbook Co-Chairmen  
NA'AMAT USA  
Greater Chicago Council

*The State of Israel is the realization of hopes and dreams of centuries of the Jewish people. The programs and institutions of NA'AMAT have helped Israel reach this milestone.*

*Thank you to the club yearbook chairpersons and all the members who have contributed to the success of the 1998 yearbook. We celebrate your commitment and hard work that makes possible the accomplishments of NA'AMAT here and in Israel.*

*A special Tadah Rabah to Barbara Navick for all her efforts, without which this yearbook would not be possible.*

**Bess Goldberg & Karen Saharack**  
Council Yearbook Co-Chairmen

# **NA'AMAT USA** Greater Chicago Council 1998 - 1999

**YEARBOOK CO-CHAIRMEN**  
**Bess Goldberg & Karen Saharack**

**YEARBOOK CLUB CHAIRMEN**

Donna Leavitt \_\_\_\_\_ Aviva  
Naomi Ledersnider & Rachel Sapinsley \_\_\_\_\_ Chaverot  
Sandra Rubin \_\_\_\_\_ Dorit  
Bernice Reinglass \_\_\_\_\_ Hofesh  
Joyce Rothman & Rosette Strubel \_\_\_\_\_ Ilana  
Betty Kolmas \_\_\_\_\_ Medina  
Beatriz Levi \_\_\_\_\_ Or-Li  
Shirley Rosenthal \_\_\_\_\_ Orli  
Marcia Pevsner \_\_\_\_\_ Reenah  
Paulette Kallow \_\_\_\_\_ Rishonah  
Phyllis Jashunsky &  
Evelyn Perlman \_\_\_\_\_ Sarah Ruth-Golda Meir  
Nina Gaines \_\_\_\_\_ Shira  
Paulette Whitt & Lyn Garrick-Weil \_\_\_\_\_ Shira-Menorah  
Lois Baran & Lillian Cufier \_\_\_\_\_ Tikvah  
Judith Portman \_\_\_\_\_ Toladah  
Evelyn Glustoff & Faye Reisin \_\_\_\_\_ Yehudit

**YEARBOOK PROOFING COMMITTEE**  
Lois Baran, Wendy Frankel, Norma Lebovitz,  
Miriam Mayer, Ann Solar, Sharon McGowan Sufker,  
Lynn Wax and Ellen Weiser



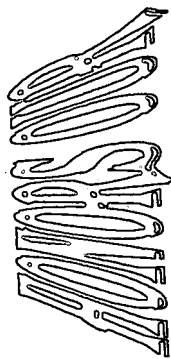
We proudly salute the following Chaverot who raised \$100.00 and over toward the success of our 1998-1999 Yearbook

Jill Atlas	Enid Gollinken
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Bobbie Babbitt	Shirley Gordon
Lois Baran	Ethel Grant
Harriett Bauman	Mary Greenberg
Ruth Behm	Bella Heilberg
Sharon Behm	Barbara Hochwert
Sylvia Bekowsky	Mimi Horowitz
Dorothy Berman	Esther Hirsch
Vera Berman	Brenda Huss
Frieda Bernstein	Laura Iscoe
Hanna Bratman	Montea Israel
Florence Brenner	Edna Janis
Adelle Heisler Carman	Phyllis Jashunsky
Yetta Cooperman	Betty Joseph
Lillian Cutfier	Paulette Kallow
Gussie Davidson	Vivian Kaplan
Felice Dworkin	Carole Katz
Selma Emalfarb	Lee Keno
Bea Engelberg	Susan Kessler
Esther Farwell	Tunla Kogan
Flora Flapan	Artene Kohn
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Charlotte Feldes	Mildred Kolmas
Gerda Gareny	Alice Korach
Lyn Garrick-Weil	Ida Leavitt
Evelyn Glustoff	Norma Lebovitz
Maureen Gold	Beatriz Levi
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Lee Golden	Rudy Lubov

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Lurie Family	Shirley Rosenthal
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Marilyn Pike	Phyllis Sufker
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Frances Reinglass	Fay Waldman
Faye Reisin	Lynn Wax
Ann Richman	Ellen Weiser
Sadie Rifkind	Chellie Goldwater Wilensky
Lisa Roaz	Susan Winokur
Debbi Rosenberg	Esther Zackler
Lily Rosenberg	

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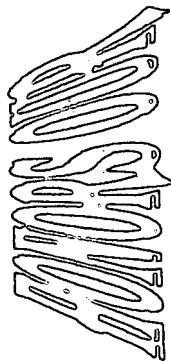


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Marilyn & Shelly Cooper  
Lorraine & Norman Edelstein  
Toby & Jerry Elrod  
Maureen & Harry Gold  
Lee & Bill Golden  
Fay & Julius Herbstman  
Anita & Bob Kirshen  
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Marcia & Shelly Pevsner  
Miriam & Meyer Sherman  
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Gussie Davidson  
Naomi Edelson  
Lucy Fierer  
Bea Getz  
Edith Goodman  
Mary Greenberg  
Dolores Hoffman  
Diane Kalish  
Paulette Kallow

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Gloria Riback  
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Jennie Singer  
Lillian Stein  
Pearl Suritz  
Edith Wolnak  
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Esther Zackler

# Rishonah Club

*Expresses Sincere Appreciation*

*to it*

## MEMBERS

*for their*

*Inspiration,*

*Dedication*

*&*

*Cooperation*



*Lillian Stein, President*

# RISHONAH CLUB

Founded Chanukah 1939

*Salutes our Founders*

Sylvia Bekowsky

Sylvia Hirsch

Min Page\*

Raye Simon

Pauline Snyder

Edith Zackler

Esther Zackler

## *& Our Past Presidents*

Gert Aaron

Sylvia Bekowsky (2)

Frieda Bernstein

Ida Bloom

Yetta Cooperman

Sylvia Dolnick

Lucy Fierer

Nettie Goldwater\*

Rosalie Grad

Mary Greenberg

Betty Joseph

Paulette Kallow (2)

Sylvia Leavitt

Mary Lurie (2)\*

Miriam Mayer

Shirley Richter\*

Florence Romirowsky

Mollie Joseph Shure

Bashe Smoler

Gwen Solars\*

Lillian Solomon

Lillian Stein (2)

Sarah Tauman\*

\* Of Blessed Memory

# Happy Mothers' Day

*With Love*

## ILANA continued

To	From
Dr. Sally Flanzer .....	Sharon & Burt
Dvorah Ickow .....	Rena & Michael
Mary Kaplan .....	Elaine & Ben
Rona Lasser .....	Mom & Dad
Gertude Levin .....	Laurie & Marty
Hilda Rothman .....	Joyce, Sheldon, & Sidra
Renate Spiegel .....	Brenda & Fred
Peshke Stein .....	Dahlia, Yossi, Hadass, Ariel & Lily
Malika Teshner .....	Dahlia, Yossi, Hadass & Ariel
Betty Winokur .....	Sandy & Ken
Anne Zavell .....	Mom & Dad
Carla Zavell .....	Mom & Dad

## Orti

Mrs. Malka Rogow ..... Nachama Rogow

## REENAH

Robin Arbetman ..... Love, Ond & Edge  
 Debbie Brooks ..... Love, Mom & Dad  
 Luly Bauman ..... Love, Harriett & Jerry

# Happy Mothers' Day

*With Love*

## REENAH continued

To	From
Lisa Cohn .....	Love, Mom & Dad
Marlene Fortnoff .....	Marlene
Grace Friesler .....	Love, Lynn & Val
Marlon Goldstein .....	The Resnicks & Finks
Mrs. Rose Hirsch .....	Love, Lois Ann
Karin Korach .....	Love, Alice & Al
Linda Lopata .....	Love, Mom & Dad
Linda Margolis .....	Mom & Dad (Pevsner)
Elaine Semer .....	Marcia & Shelly
Rose Semer .....	Marcia & Shelly
Beverly Sherman .....	Mom & Dad (Kraft)
Shelley Wax .....	Love, Mom & Dad (Wax)
Debra Weiner .....	Love, Mom
Judy Zeal .....	Mom & Dad
Rose Ziedman .....	Marcia & Shelly

## RISHONAH

Shu Erenberg ..... Mom  
 Joanne Goldstein ..... Frieda  
 Marcia Kombliith ..... Dolores

ARI

LORI

BRIAN

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CITIZENS"!*

Bauby & Zaidy

Marcia & Shelly Pevsner

*We Honor the Women  
of*

CHAVEROT

*and  
Take Special Pride*

*in*  
Our Daughters' Leadership

*with love to*

NAOMI LEDERSNAIDER

DEBORAH STRAUSS

Sandra & Lee Silverglade

*Best Wishes*

from the

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Great-Grandchildren..... **MALLORY ANN LASSER**

**KATE E. LASSER**

**LEAH RUBY BEHM**

Great Nieces & Nephews... **LEAH R. COHEN & RANDY L COHEN**

**MICHAEL A. FINKEL & JOEL FINKEL**

**CASEY N. FITZGERALD**

Friend..... **MARCELLA FLANZER**

**Ruth Behm**

*Best Wishes  
to*

**Marcia Pevsner**

**KAREN & JERRY BERGER**

*In Honor of My Precious Gems*

**IRA, DEB, LEE, MICHAEL, MARA**

**AARON MATTHEW, JAMIE BETH,**

**MARA ANN WESMAN,**

**DANIEL ROBERT BARRY**

**DAVEY BARRY**

**KYLE BARRY**

**MARTIN MANN**

*Proud Mom & Babble*

**Sylvia Bekowsky**

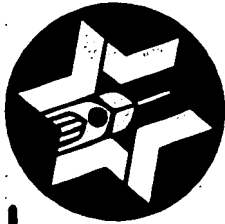
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*to*

**BEATRIZ LEVI**

*from*

**Drs. Andres & Estela Blei**



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Leonard Robins, President

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**TERRY GABINSKI**  
Ward Committeeman

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Alderman

**Terry Gabinski**  
Ward Committeeman

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**TERRY GABINSKI**  
**WARD COMMITTEEMAN**

**THEODORE MATLAK**  
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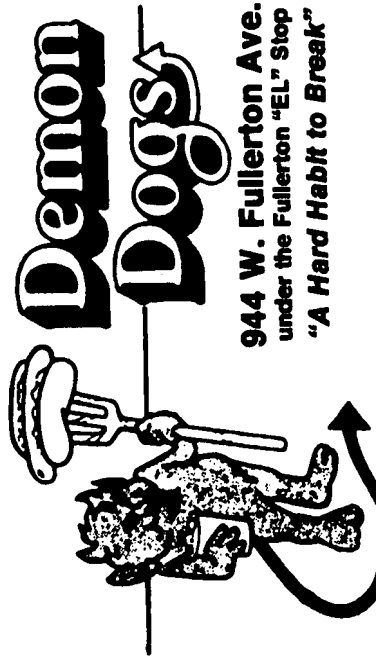
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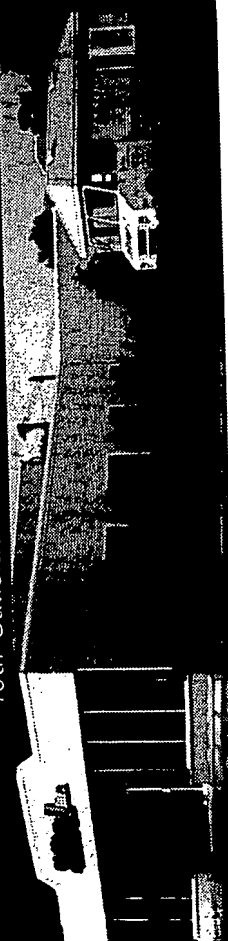
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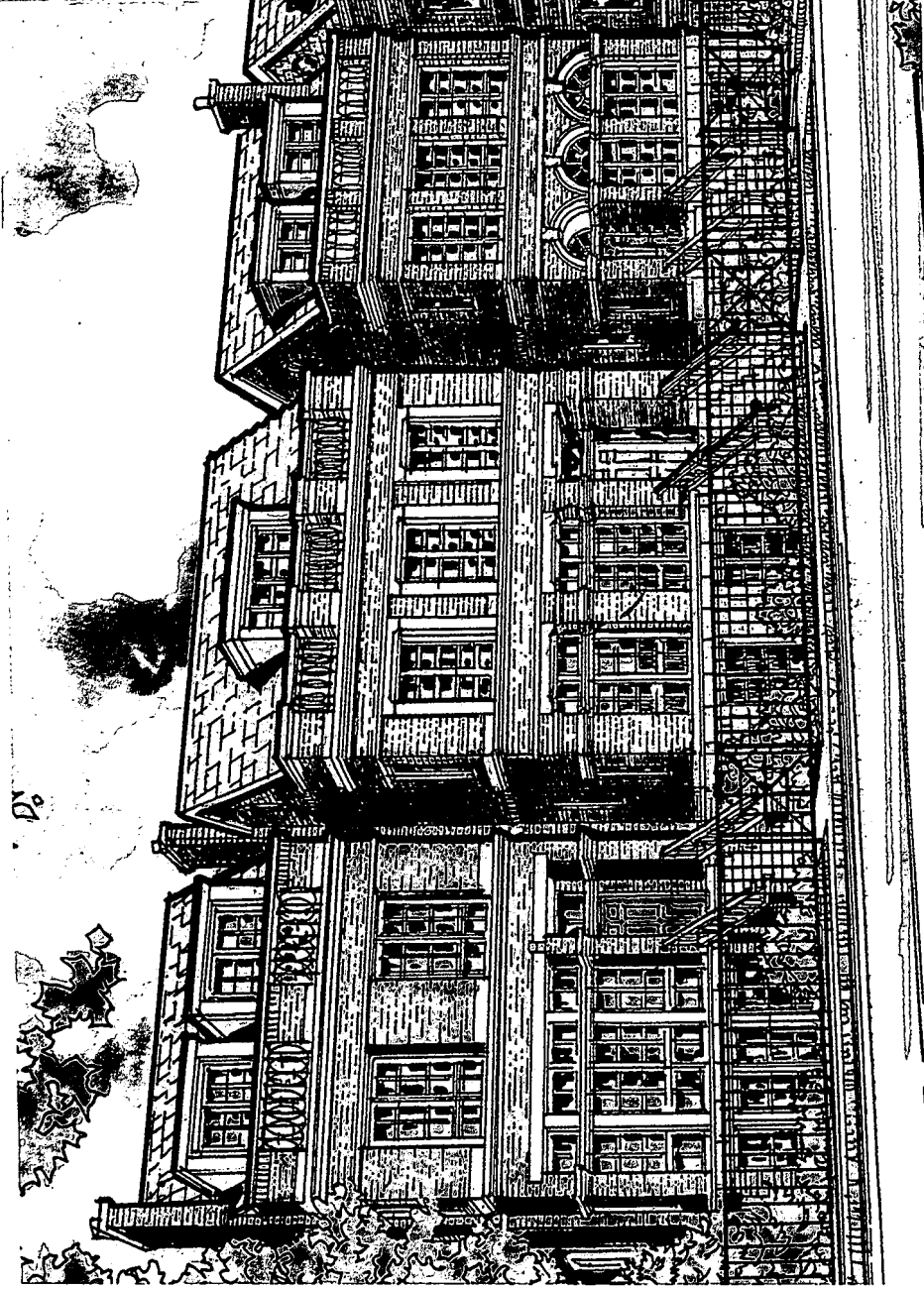
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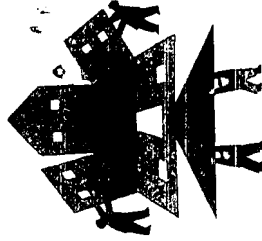
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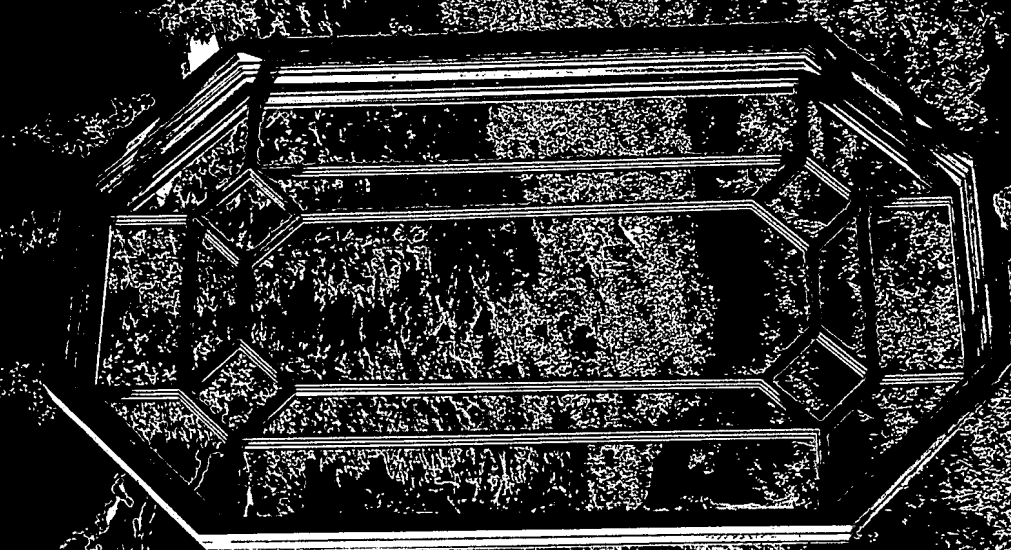
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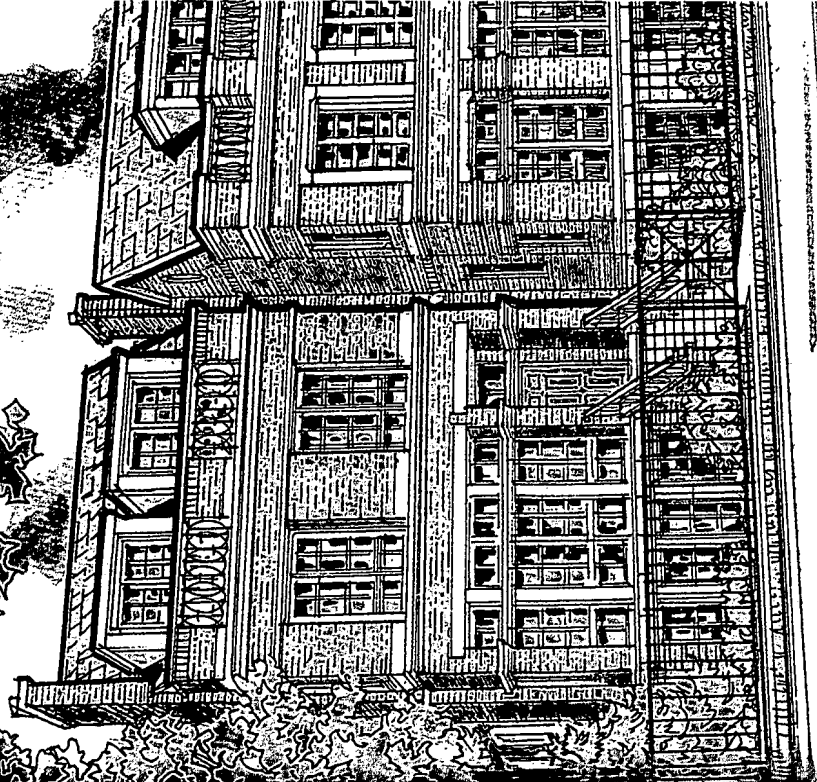
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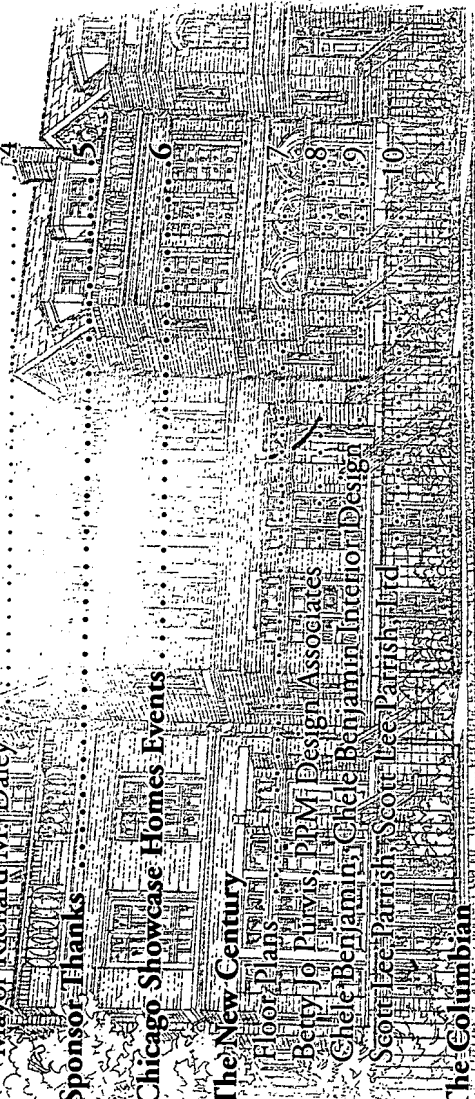
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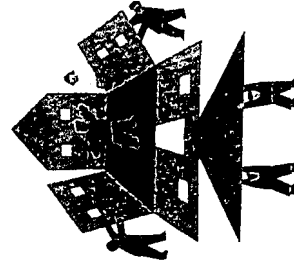
Thank you for attending Chicago Showcase Homes by the Chicago Home & Builders Foundation Interior Designers (A.S.I.D.) Illinois Chapter Paramount Homes.com is the first in any other major city).

The objective of Chicago Showcase Homes is to provide a quality of life in Chicago, the skills of local builders, as well as to highlight and while raising money for education and 100% of the net proceeds are donated 80% going directly to select local public schools (to be awarded at the end of the balance to professional and trade-related Chicago's near north side, Lincoln Park after neighborhoods for home sales with corresponding price brackets. These neighborhoods to live and raise a family in Chicago schools, more jobs, shops, taxes and trade economy. Twice as many people looking Park, giving this neighborhood more than any other - city or suburbs!

The Chicago Showcase Homes are open June 30th. We would be thrilled if you party on June 21st. Thank you for you, please visit [www.ChicagoShowcaseHomes.com](http://www.ChicagoShowcaseHomes.com)

Warm regards,

Anne Hartnett

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Welcome to the Chicago Designer Charity Showhouse the first homes of this kind in the Lincoln Park area. American Society of Interior Designers (ASID) Illinois Chapter is pleased to team with Paramount Homes on this exciting project.

ASID is the oldest and largest professional organization for interior designers, with the largest residential and commercial membership. With more than 30,000 members nation wide, ASID establishes a common identity for professionals and businesses in the field of Interior Design.

As ASID interior design consultants, we help homeowners by transforming their needs and preferences into a personal design statement marked by a thoughtful balance of function and aesthetics. Our designers can help you maximize the investment in your home. We work with you to design plans that aim to increase the value of your home by improving the overall look, function and comfort of your living space while taking your needs into account.

As the current President of the ASID Illinois Chapter, I am proud of the innovation, creativity and dedication to design that you will see in the homes today. Our talented designers have taken these homes and created wonderful and exciting interiors using innovative materials and techniques. Enjoy!

Laurie Smith, ASID  
Illinois Chapter President  
Piconke Smith Design

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By "Turning Buyers into neighbors" we try to instill a sense of community in to our buyers as we have ourselves. As a group of local institutions such as schools, sports, parks, and ownership is a strong foundation of good citizenship cornerstone which helps our City grow long after we are gone. Welcome to our homes and to our Chicago neighborhood.

Sincerely,

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Ph 773-528-9077 Fax 528-8848

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June 14, 2002

JOE M. DALRY  
MAYOR

GREETINGS

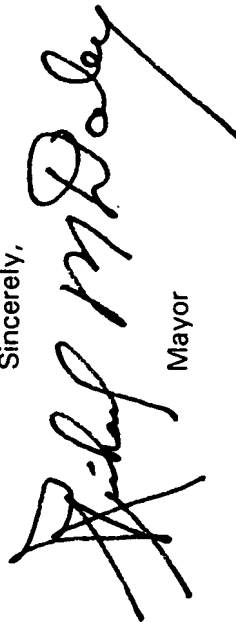
Mayor and on behalf of the City of Chicago, it is my pleasure to extend greetings to all those attending Chicago Showcase Homes.

Chicago Showcase Homes is an exposition hosted by the American Society of Interior Designers (ASID) Illinois Chapter and Paramount Homes. This showcase is to publicize the quality of life in Chicago and to highlight the skills of local interior designers and homebuilders. Chicago Showcase Homes also parallels the annual Kitchen/Bath Industry Show and NeoCon, a conference of the furnishings industry.

This event is being held to promote education and to benefit local schools. All of the funds will be distributed to educational programs, with over 80 percent going to public, private and parochial grade schools. The balance will go to other and trade-related educational programs offered through ASID and other in Chicago. I commend ASID, along with Paramount Homes and the Chicago Home Foundation, for their commitment to the children of our communities.

It wishes for a successful event.

Sincerely,

  
Mayor

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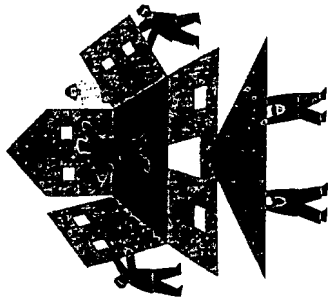


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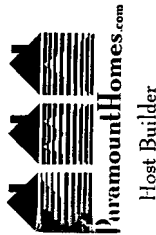


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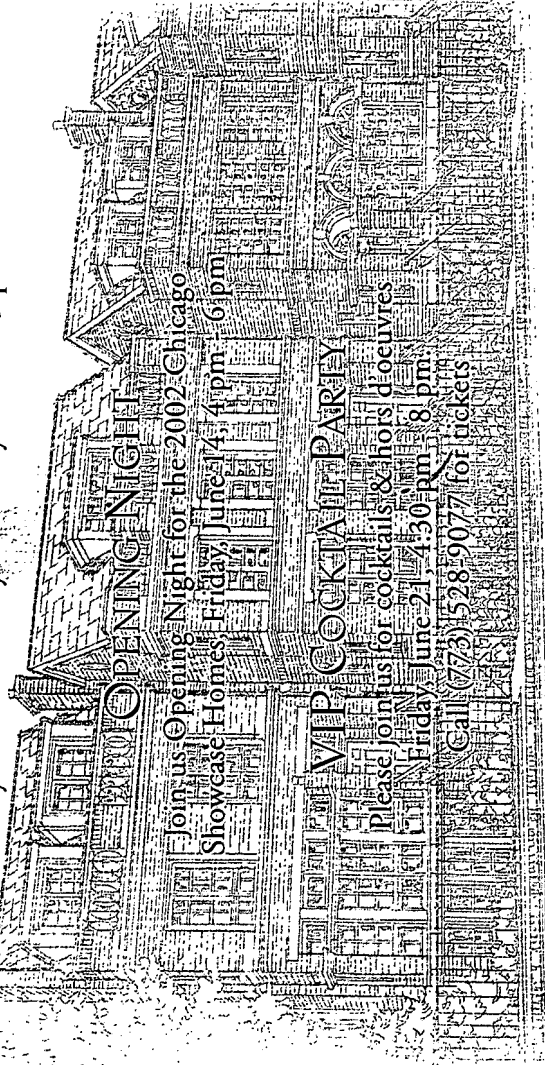
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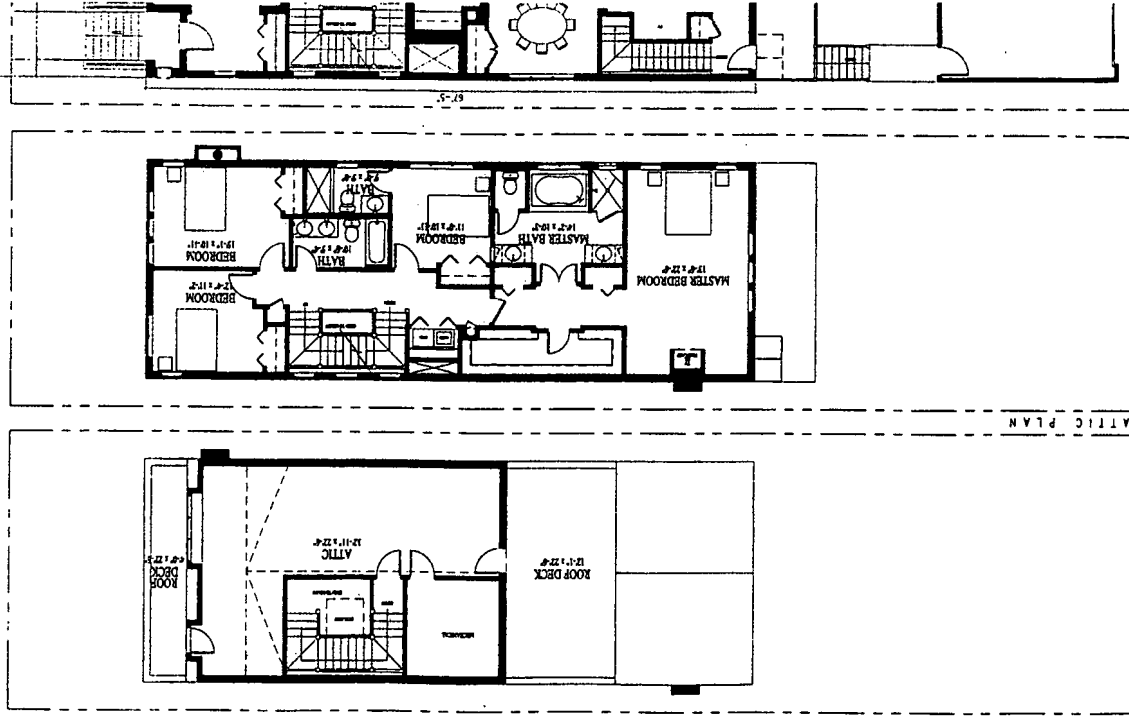
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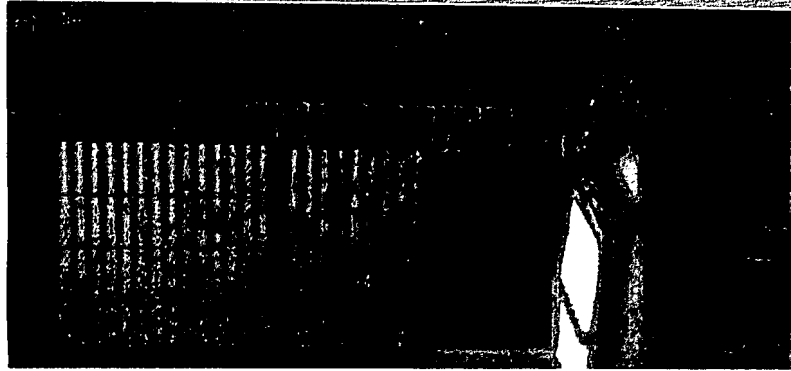
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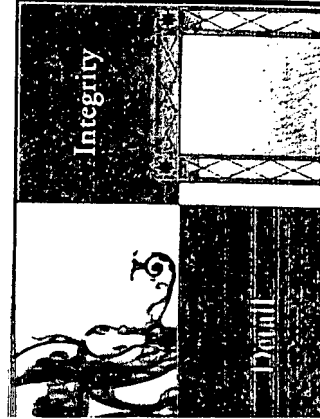
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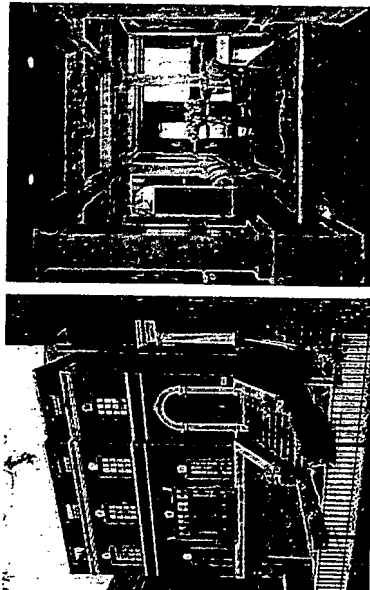
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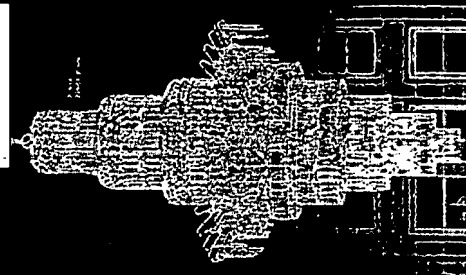
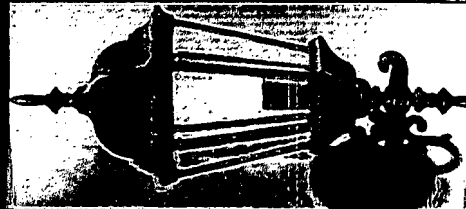
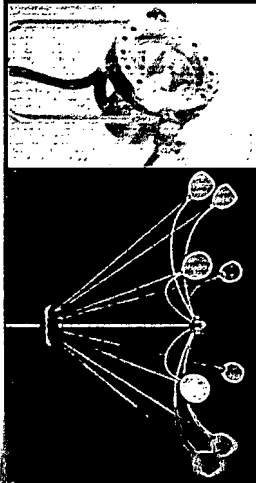
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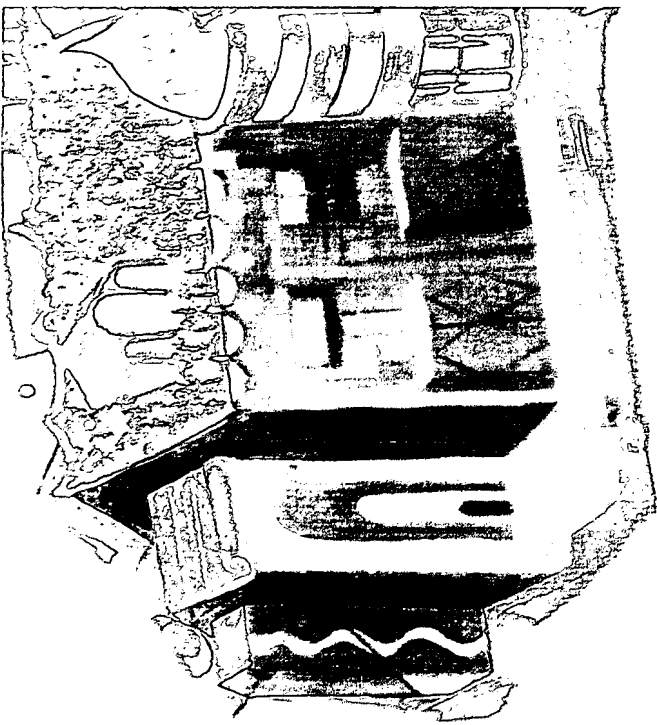
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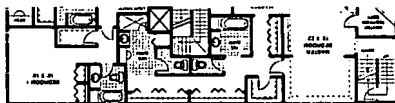
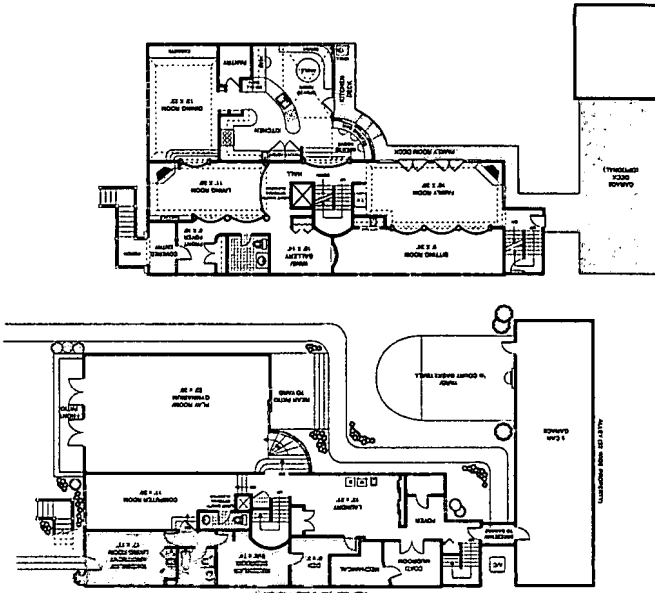
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## COMMITTEE

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11 Ave., #225  
60614

Phone: 773-828-8848  
Homes.com

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Homes.com

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637-0695

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RJEdson@aol.com

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Rwigoda@WigodaAndWigoda.com

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Homes.com

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Coldwell Banker

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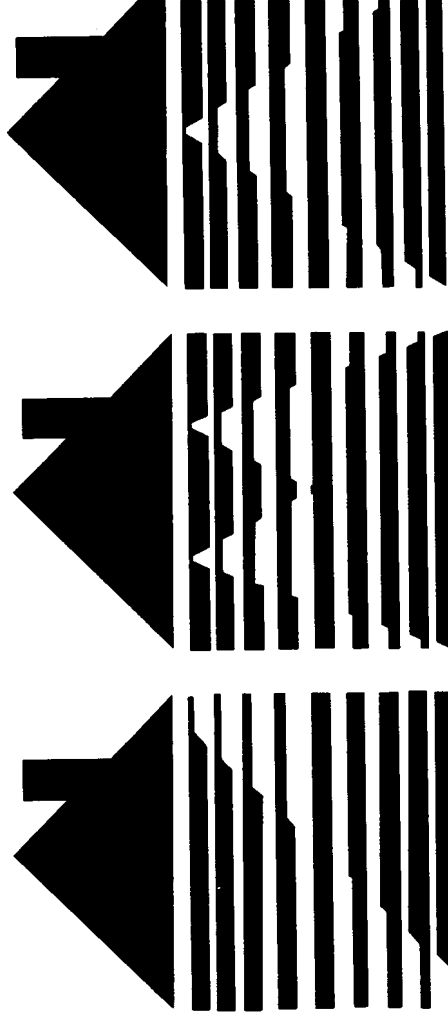
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Media

Park Avenue

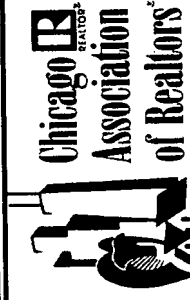
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# Paramount Homes

"Building Neighborhoods &  
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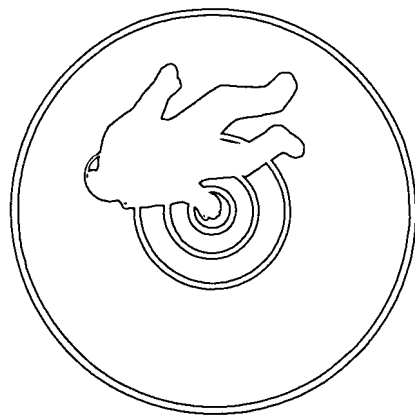


Paramount Homes-Winner:

**Good Neighbor Award**

"Best..." 93, 94, 95, 96, 97, 98, 99, 00, 01, 02...

"AQ-Book"  
Show Program  
(old)



ENTREPRENEUR

BOOK

**The St. Basil Philoptothos Society**

**presents**

**ENTRY INTO ORBIT**

**Luncheon Fashion Show**

**Saturday, November 14, 1987**

**At**

**THE DIPLOMAT WEST**

**North Ave. and Route 83**

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**Fashions By  
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Welcome to "Entry Into Orbit" the 1987 St.  
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Show.

Thank you to the many that have contri-  
buted their time so diligently.

Many thanks to our advertisers and our  
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port we could not continue our future plans  
for our church (renovating our building) and  
our philanthropic endeavors.

Wishing you an enjoyable afternoon.

Anastasia Kapolas  
Chairperson

## PROGRAM

COCKTAIL RECEPTION ..... 11:30 AM

WELCOME ..... Marian Papas

INVOCATION ..... Reverend Chris P. Kerhulas

LUNCHEON ..... 12:30 PM

FASHION SHOWING ..... 2:00 PM

Fashions — Bonwit Teller  
Jody Handler — General Manager  
Joyce Niemann — Fashion Coordinator  
Lois Fisher — Commentator

GENERAL RAFFLE ..... Tasi Danegelis

GRAND RAFFLE ..... Kiki Petridis

DOOR PRIZES ..... Pauline Kalogeras

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MRS. KIKI PETRIDIS ..... Grand Raffle  
Homer Tours & Travel  
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MRS. PAULINE KALOGERAS ..... Door Prizes  
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MRS. EUGENIA TREFONAS ..... Patrons  
MS. MARIAN PAPAS

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CEASERS ORBIT

SATURN STEAK ON A STICK  
WITH PLUTONIAN PARTICLES

GALACTIC GREENERY

VENUS PEACH DELIGHT

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### CELEBRATE GREECE

KIKI PETRIDIS

TRIP FOR (1) TO GREECE

Compliments of  
HOMER TOURS & TRAVEL  
and

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## GENERAL RAFFLE

14 K Gold Diamonds & Garnet (Pear Shape)  
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Lladro - Carnival Couple  
KAY STATHAKOS and MARIAN PAPAS  
Embroidered Table Cloth w/Napkins  
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HYATT LINCOLNWOOD – 4500 Touhy Ave., Lincolnwood

A Day of Beauty  
BONWIT TELLER

Basket of Wines  
HELEN GANGAS

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PENNY SCHLICHTER

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Fur Garment – Cleaned and Glazed  
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ELENI MANASSES

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HARRIS BANK

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MESH ROSE SLIDE NECKLACE  
BERTHA GIANAKOPOULOS

EBONY AND PEARL WOVEN NECKLACES  
MARIA GATSOS

HAPPY BIRTHDAY

GRAND-MA



ANASTASIA KAPOLAS

"90 YEARS"

MARY PALEOLOGOU  
TOWIAMA AZAR  
DANIEL AZAR

*Your Christian Love has  
been witnessed by your continued  
support and devotion to our church.*



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# BZAEDSBILL

The Eighth Grade Students of  
Bernard Zell Anshe Emet Day School  
present  
The Morton Reisman 2005 Operetta

## ANYTHERGUN



Directed by Reece Livingstone  
Music & Lyrics by Irving Berlin  
Original Book by Herbert and Dorothy Fields

As Revised by Peter Stone

Saturday, March 19 at 7:30 p.m.  
Sunday, March 20 at 1:30 p.m.

"Ad Book"

Show  
Program

Newer

(my Kid's  
School Play)



The Morton Reisman 2005 Operetta

Irving Berlin's

# Annie Get Your Gun

Music and Lyrics by Irving Berlin  
 Original Book by Herbert and Dorothy Fields  
 As Revised by Peter Stone

## The Cast

in alphabetical order

Jack Barch	Brian Horwich
Rachel Barch	Jordan Horwich
Seth Bernstein	Julie Kahn
Shira Bernstein	Alison Karmin
Jacob Bronstein	Samuel Karmin
Sydney Bronstein	Zachary Karmin
Reuben Brown	Alexander Langendorf
Jacob Cetera	Minna Loventhal
Jacob Comrov	Hannah Loventhal
Joshua Comrov	Ethann Lubeznik
David Coyne	Ryan Malki
Alexander Denker	Melissa Margolis
Mia DeRoin	Brooke Medintz
Alexander Gaynor	Jessica Medintz
Charlotte Gaynor	Geoffrey Morse
Emily Gaynor	Miriam Schachtman
Anja Gleicher	Rachel Schachtman
Daliah Gleicher	Madeline Shaffer
Asher Glick	Noah Shaffer
Jonah Glick	Molly Simon
Nathaniel Hausfater	Scott Solomon
Judd Holland	Hana Stern
Madeline Holland	Rachel Vorwaller
Aaron Hoogstraten	Alexander Zorn
Daniel Hoogstraten	Louis Zorn

Directed by Reece Livingstone  
 Choreography by Vered Arbel

Annie Get Your Gun is presented through a special arrangement with R&H Theatricals,  
 1065 Ave. of the Americas, Suite 2400, New York, NY, 10018: [www.rhtheatricals.com](http://www.rhtheatricals.com)

Mazel Tov to  
 Minna Taub Loventhal  
 An 8<sup>th</sup> Grade Graduate



ALL OUR LOVE,

Nana, Papa, Aunt Marcia  
 Aunt Libe & Uncle Nani  
 Hannah, Emma & Lily

Dear Bernard Zell Anshe Emet Day School Class of 2005:

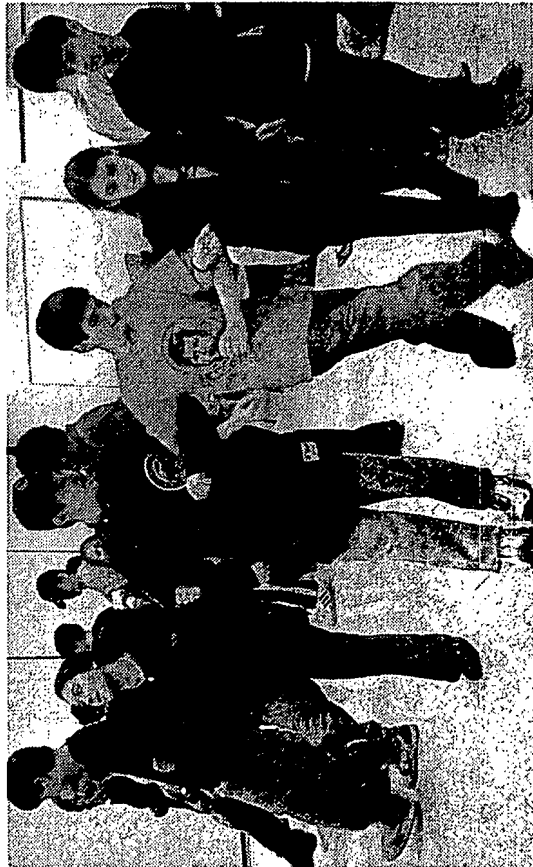
Bravo! The Day School staff and community join me in applauding your outstanding performances in this year's Operetta, "Annie Get Your Gun." This operetta underscores the importance of not accepting expectations that limit our dreams and harnessing our energies in pursuit of our goals. Our community has been blessed with the realization of many dreams this year, and the opportunity for your Tiyul to return to Israel embodies a treasured tenet of the Day School's vision.

Class of 2005, you continue a legacy in the Day School community of stellar young Jewish women and men who distinguish themselves through dedicated scholarship and heartfelt generosity. You exhibit a wonderful exuberance for new adventures and your eagerness for learning is evident in your daily interactions with your classmates and teachers. The Day School has been most fortunate to benefit from your exemplary leadership. Moreover, your thoughtful interactions with other classes serves as a powerful tribute to the values of kindness and respect inherent in the Day School's mission. Finally, the sense of celebration you exhibit each day is a joy to behold.

On behalf of the Bernard Zell Anshe Emet Day School community, warmest wishes and congratulations on your accomplishments.

With heartfelt admiration,

*Angie Hing*



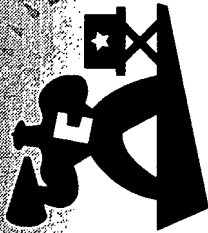
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InnerWorkings





To Mr. Livingstone:

Thank you for directing us and for sticking with us through thick and through thin. From "Dear Edwina" to "Annie Get Your Gun" you have helped us accomplish the task in front of us. Bravo!!!!

Yours truly,

The Graduating Class of 2005



## The 8th Grade Class of 2005 Would Like to Thank...

...Ms. Amy Hardiek for sharing her musical talent, for many hours of hard work and for "taking it from the top" over and over again.

...Ms. Vered Arbel for staging and choreography.  
Thank you for making us look like a company of performers!

...Mr. Al Lieberman for lending your creative expertise, your artistic talent and your enthusiasm to everything that you do.

...Mrs. Alyson Horwitz, Ms. Debbie Broms, Ms. Tzivia Garfinkel and our outstanding eighth grade teachers for your guidance and your commitment to helping us make our last year at BZAEDS our best year ever! And to Ms. Susan Custer, who helps us make everything (even the high school application process) a little bit more bearable.

...All of our teachers and the school staff throughout our years at BZAEDS who have taught us, led us, inspired us and helped to get to this point.

...And, many thanks to all parents who sold ads and to our parents and the BZAEDS community who went above and beyond the call of duty: donating concessions and materials; manning the concessions tables; coordinating the sale of Passover candy, Shabbat treats and bracelets; delivering pizzas; coordinating volunteer schedules; babysitting with us; and putting together this program book.

Anshe Emet Synagogue  
Banner Wholesale Grocers  
Karen Barch  
Susan Bronstein  
Janet Brown  
Susan Curnick  
Lisa Denker (and her Mom!)  
Terry and Marilyn Diamond  
Diane Elman  
The Gaynors  
The Hausfater/Kirmeyer Family  
Susanne Henry  
Casey Hoogstraten

Michelle Holland  
Debbie Karmin  
Dede Lubeznik  
The Medintz Family  
Leslie Rosen  
Beth and Bruce Shaffer  
Pam Simon  
Caryn Kahn Wechsler  
Cliff Wechsler  
Beth Vorwaller  
The Zorns  
And all of the other volunteers

We hope we make all of you proud.

Todah Rabah!!!!

# Who's Who in the Eighth Grade

## Winnie Rachel Barch

was previously seen as Aretha in "Dear Edwina." Rachel likes to hang out with her friends, see movies, and play sports: basketball, softball, sailing, and soccer. Rachel is excited to perform with her fellow students for the last time as a good way to end their time together at BZAEDS.



## Buffalo Bill Seth Bernstein

is a two-time piano competition silver medalist and a self-proclaimed, "...biggest Cubs fan around." Seth is a three-year Eagles basketball veteran. He would like to become a professional Chicago Cubs play-by-play broadcaster and can be heard even today broadcasting baseball plays in the school halls. He would like to thank Mr. Livingstone for helping him learn his part and his family for driving him to rehearsals and for being patient while he learned his lines.



## Sitting Bull Jacob Bronstein

played Ziggy, a Rastafarian in "Dear Edwina." Jacob's interests include off-roading, horseback riding, hanging out with friends and seeing movies. He would like to thank his entire family for putting up with him. Jacob also would like to thank his friends for being there for him.



## Frank Reuben Brown

appeared as Phil in "Wayne's World, the Musical," as Blue Lou in "Blues Brothers," as a bum in "Little Shop of Horrors," as Scott in "Dear Edwina," and as a Lolly Pop Boy in "The Wizard of Oz." Reuben enjoys lacrosse, piano and backgammon, and would like to thank everyone who helped put this production together.

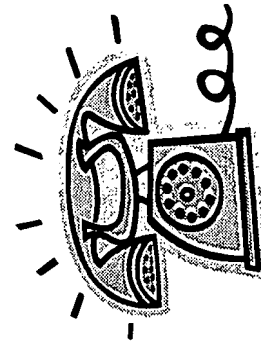


The Graduating Class of 2005 wishes to thank our security officers for watching over us these last 11 years:

Joe Ozzie  
Alex Chuck  
Tom Tom  
Mark Carolyn  
Ralph Larry  
Jesse Carlos  
Hugo Tom  
Nick Raul  
Jim Wilbur  
Steve

Many thanks to our administrative staff. You are the glue that keeps us together!!

Kim Huston  
Margaret Johnson  
Rose Jeffries  
Toni Botsford



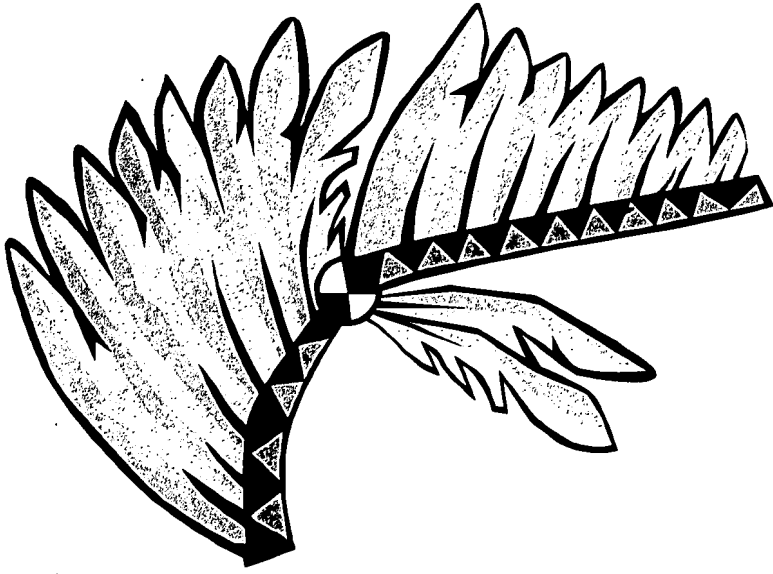
Thank you for keeping us fed!

Yvonne Kennedy  
Folashade Dongo  
Vincent Torres

The Class of 2005

Thank you to the Anshe Emet Synagogue's Maintenance Crew for all that you do for the Day School:

Frank Castandeda  
Reuben Collazo  
Pedro Rivera  
Gilberto Vargas  
Jose Rodrigues  
Brian Schmidt  
Alex Oliveros  
Daniel Ortiz  
Donny Martinez



Jake

You rock as Sitting Bull!!

Have a great time in  
Israel!

We love you,

Benita, Jason & Matthew

**Blackman Kallick  
congratulates  
the Class of 2005**



**Blackman Kallick**  
*CPAs and Consultants*

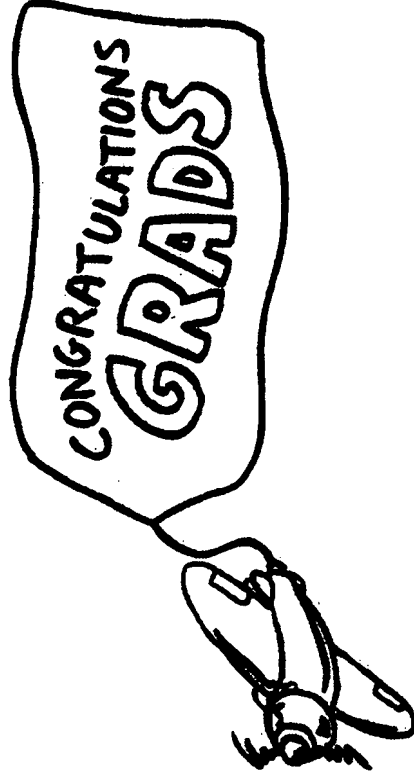
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9th Floor  
Chicago, IL 60606  
312/207-1040  
[BlackmanKallick.com](http://BlackmanKallick.com)

CONGRATULATIONS

CLASS OF 2005

Thanks for the memories...you are our stars!!!

The Middle School Staff  
The School Administration



WE ARE SO  
PROUD OF YOU!

Tom and  
Margot Pritzker

An Official Welcome to our new Head of School Ms. Horwitz!

We are very excited you are travelling with us to Israel,

We wish you continued success at Bernard Zell Anshe Emet Day School,

Our underclassmen are lucky to have you on board.

Fondly,

The Class of 2005





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**BIG** ideas  
really happen.

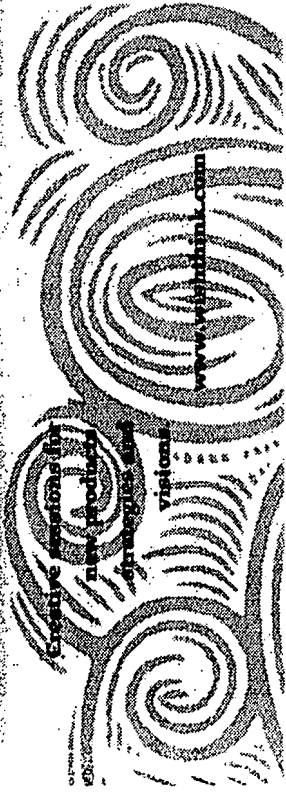
CONTACT TIM DORGAN AT 312.333.2445

Dear Jake

Break a leg.

We love you.

Aunt Judy, Uncle Steve, Abby, and Scotty



140 Cary Avenue  
Highland Park, IL 60035  
847.681.WISH  
fax 847.681.0475

Sari Gluckin

WISHFUL THINKING

*Congratulations*

ALEX GAYNOR

*Love,*

ROSIE & JOHNNY  
MARTHA & BOB  
BENETRICE & PHIL  
GAIL, ADAM & ASHLEY

JANET, JERMEY & JORDAN  
BRAM  
BETH & DARYL  
KIM, LAWRENCE, NATHAN,  
BRADLEY, JEFFERY,  
ISSAC & MOLLY



# CONGRATULATIONS

JACOB

MARTY & BJ KASS

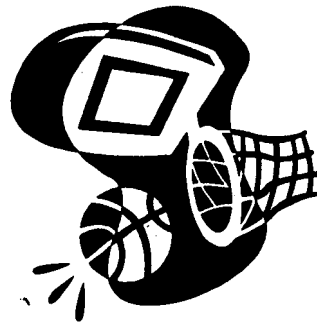


MUCH LOVE TO OUR

GRANDDAUGHTERS

RACHEL (ANNIE) AND MIRIAM

BUBI AND ZADY



We applaud you

Jacob Cetera

Your friends

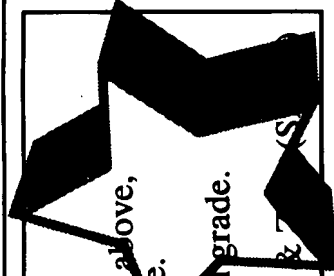
Freddi & Dan

Jane Herron,

Many, many thanks to you for all of your years with us!

With much love and gratitude,

Your BZAEDS Class of 2005



To Molly Simon,

You know all the stars in the heavens above,  
but you, our Molly, is the star we love.

Congratulations to you and the eighth grade.

From Molly's Grandparents, Nonnie & ...

**Reuben ! ♫ Bravo !**

**Love, Grandma and Grandpa**

Congratulations to the 8th grade

From the Bresler Family



Congratulations Mad!!!

You are a "Doll!" We are so proud of you and your success.  
We love you very much,

Much love, Mara and Jenny



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B A R N E Y S  
 N E W Y O R K

WISHES THE ENTIRE  
 CLASS OF 2005  
 THE BEST OF LUCK!!

**Madi + Judd**

**Nice Job!**

Gordon

Kyle

Grace &

Robert Julian

**FUN FACTS**

**JULIE KAHN'S**

first stage role  
 was playing  
 MARIA

in

THE SOUND OF MUSIC  
 at age 3.

The hills are still alive!

**JOYOUS  
 LOVING  
 KIND**

JULIE  
 LAUREN  
 KAHN

Love,  
 YOUR FLORIDA  
 FAN CLUB

Congratulations to the Graduating  
 Class of 2005. We'll miss you!!!

Best of luck,

The 6th Grade

**ALL 8<sup>TH</sup> GRADERS HAVE A  
 SAFE & FABULOUS TIME IN  
 ISRAEL**

THE STERN FAMILY

*Sweet  
 Mandy B's*



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**CONGRATULATIONS ASHER AND JONAH GLICK**

**YOU GUYS ARE AMAZING!**

*We are so proud of you!*

*Mom and Dad*

**Kudos to the 8<sup>th</sup> Grade!**

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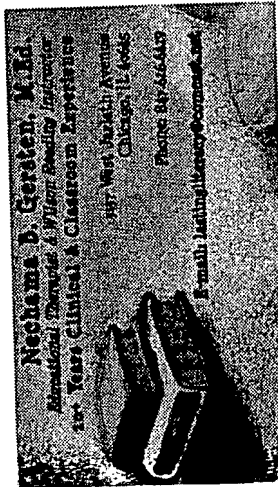
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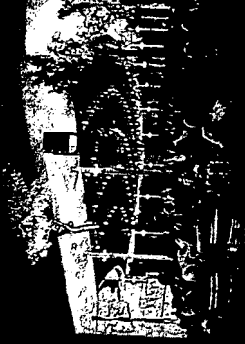
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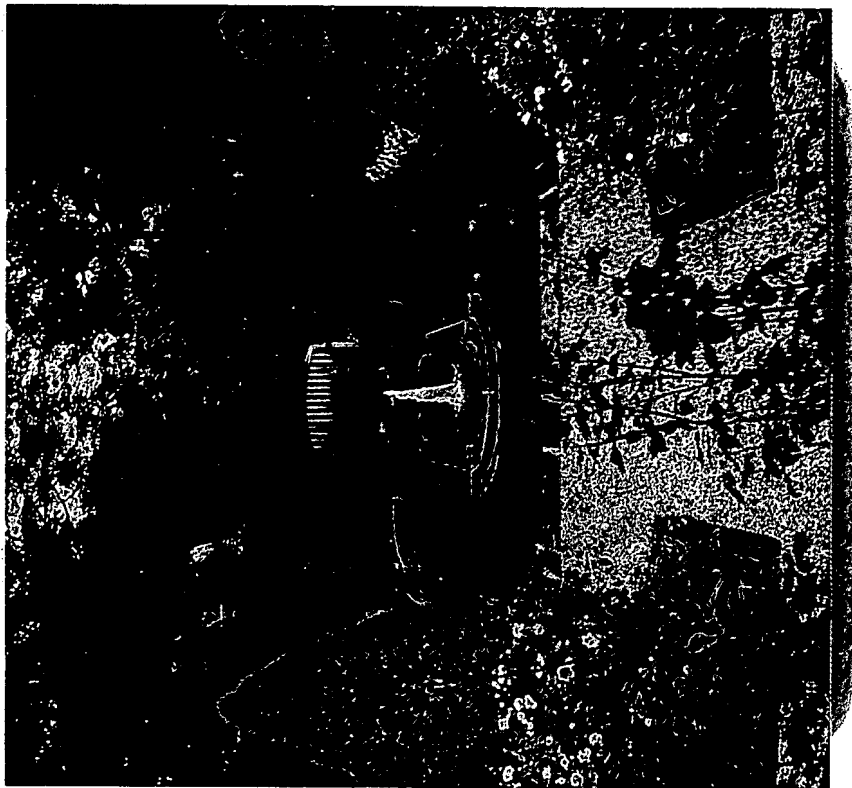


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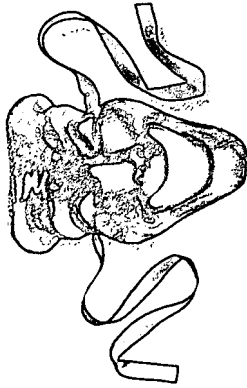
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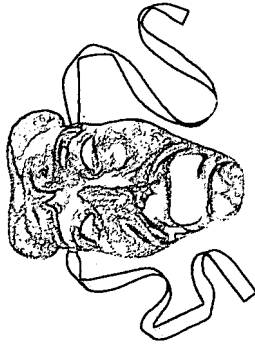
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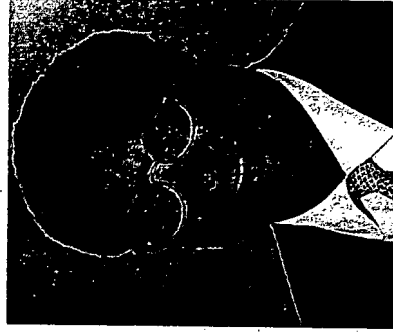
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# A MESSAGE FROM DAVID B. WEINBERG

## CHAIRMAN, RAVINIA BOARD OF TRUSTEES

Virtually everyone who visits Ravinia becomes aware of a special atmosphere here, what we like to call the magic of Ravinia. That magic comes from many sources. First and foremost is the music: Ravinia has always been a celebration of music, whether it's the timeless masterworks of the past, the most exciting contemporary works, or the finest pop music of our time. All of this, of course, depends upon securing the greatest musicians from around the world, and this is something Ravinia has never had difficulty doing. We start with the incomparable Chicago Symphony Orchestra, add the unlimited talent and energy of Music Director Christoph Eschenbach, and mix in a roster of the world's most celebrated concert artists.



Even the most flawless jewel requires an appropriately beautiful setting, and Ravinia's setting—from the majestic old trees that greet you as you enter the Tyler Gate, the spacious McClure Meadow and the Bernbaum Sculpture Walk, to the beautifully maintained Pavilion, Martin Theatre and John D. Harza Building with its Bennett • Gordon Hall—reflects years of care and the generosity of several generations of Ravinia patrons.

While Ravinia is blessed with its wonderful artists and stunning setting, it is no less fortunate in its audience. Ravinia audiences are not only loyal, but also sophisticated enough to enjoy the best and adventurous enough to embrace the new and innovative. If Ravinia has achieved excellence, it is because our audience demands—and supports—it.

Of course, there is more. Ravinia's acclaimed Steans Institute for Young Artists provides tantalizing glimpses of the future of classical music, and our widely initiated Community Outreach Programs nurture the audiences of the future, by introducing the broadest possible spectrum of the public to the wonderful and life-enhancing experience of live performances of great music.

Finally, there is what we call the "Ravinia Family," including my fellow trustees, our incomparable Women's Board, the Ravinia Associates, our Annual Fund volunteers and donors and Ravinia's professional staff. At the end of this season, we will be bidding farewell to our president and chief executive officer, Zarin Mehta, who has taken a new position with the New York Philharmonic after leading this staff so ably for the past 11 years. Great leaders and great institutions create each other. Ravinia is proud not only to have had Zarin's services but to have contributed to his success. The entire Ravinia family joins me in wishing him every success in his new position, as we continue to build on his great contributions to the magic that is Ravinia.

Two musical performance can be more than just entertainment. Music expresses and can stimulate creative thought and the human spirit. Is it any wonder that we call it "magic"? I hope you will come and savor that magic many times this summer and in the years to come.

*David B. Weinberg*

David B. Weinberg

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# A MESSAGE FROM ZARIN MEHTA PRESIDENT AND CHIEF EXECUTIVE OFFICER

It's funny, but since announcing that I will leave Ravinia Festival with a full heart to become executive director of the New York Philharmonic, I've read myriad media accounts of my tenure here at the country's oldest outdoor music festival. Invariably these articles take stock of what I've done with my professional life these past 11 years: the renovation of the Pavilion and grounds and particularly the Martin Theatre, the expansion of the jazz programming, the creation of the Rising Stars and Musical Vivo series and, most importantly, the hiring of Christoph Eschenbach as our music director. While I'm very proud of these accomplishments, they were what the job called for, but when I make my own personal accounting of my tenure at Ravinia, it's the music I remember:

- Ravinia's long-time Music Director James Levine conducting a monumental *Oedipus Rex* in 1991;
- Christoph Eschenbach, filling me with pride that Ravinia had signed him, as he presides over Mahler in his first concert as music director in 1995. Christoph has tirelessly given Ravinia so many astounding musical moments over the past five years that his sweet playing of the "Moonlight Sonata" this season overwhelmed me with nostalgia;
- My brother, Zubin, leading the CSO through the first concert in our renovated park in 1995 for audiences invited to witness Ravinia at its best for free;
- The classical and pop worlds that Ravinia has so masterfully blended beautifully in 1999 when superstar soprano Renee Fleming sings "Happy Birthday" on stage to one of the Festival's favorite guests, Tony Bennett;
- Izhak Perlman thrilling then chilling the audience with an unannounced appearance by composer/conductor John Williams to lead him in the violin theme from *Schindler's List* in 1994;
- Victor Borge and Oscar Peterson topping themselves every time they visit Ravinia. May they continue to return forever;
- And of course, there are those performers who I will always miss, no matter where my career takes me—Gerry Mulligan, Ella Fitzgerald, Mel Tormé, Joe Williams and Stephanie Grapelli.
- As if all this were not enough, I've also had the great pleasure of programming the world's greatest orchestra, the CSO, which rises to every occasion and surpasses my every expectation.

At the time of this writing, Ravinia's 65th season—and my last—has already witnessed violinist Julia Fischer make good on her "Rising Stars" promise with an eloquent recital, Orquesta Aragon invite people to dance in the aisles of the Martin Theatre, the Chicago Symphony Orchestra entertain thousands of Festival supporters and ticket-winners with the best of Beethoven, and a sensational "Juchunalia" attest to the cross-cultural power of the timeless music for which Ravinia is best known. So as the season of my finale shapes up to be grand indeed, I want you to know that I consider myself lucky to have contributed to this glorious festival, and even luckier for what Ravinia has contributed to me.

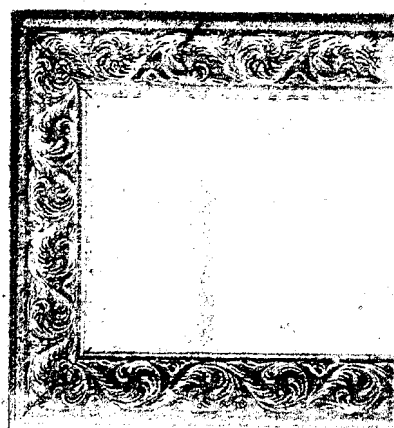
That would include a great number of friendships. My wife, Carmen, and I have been sincerely moved by the generous outpouring of support on our pending relocation, and we want to thank all those well-wishers in addition to the Ravinia Festival volunteers, staff and audiences who will live forever with the music in my memories.

*Zarin Mehta*

Zarin Mehta

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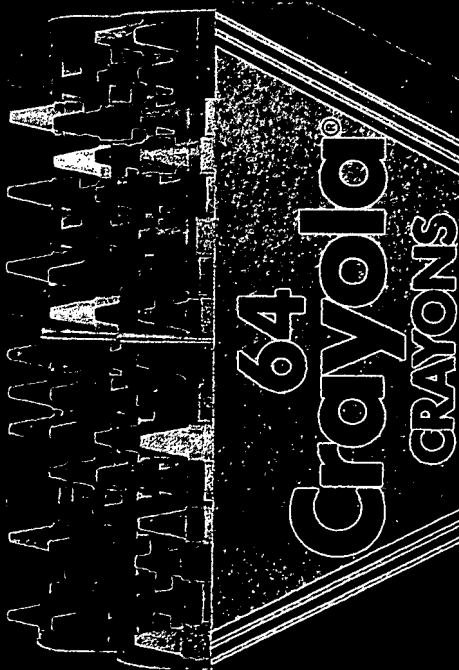
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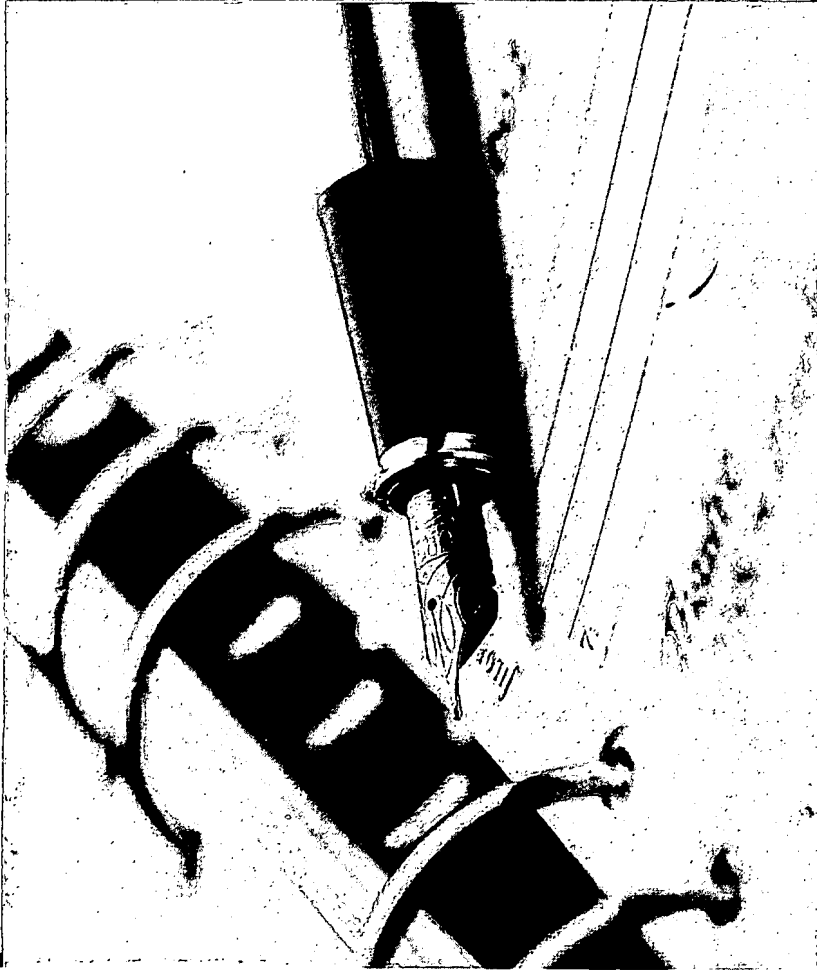


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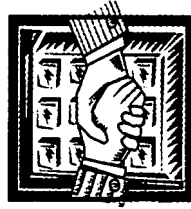
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Chicago, IL 60618  
**Phone: 773.478.6898**

*Chicago's imprinted business gift headquarters featuring complete lines of promotional products, advertising specialties & premium & custom printing with your logo.*

**Shure Berger, Inc.**

900 N. Michigan Ave., 14th Fl  
Chicago, IL 60611  
**Phone: 312.397.9900**

*A full service promotional marketing firm which develops value-added promotional campaigns, premium products & licensed merchandise for a wide range of businesses.*

**The Rough Guys**

155 N. Harbor Dr. #308  
Chicago, IL 60601  
**Phone: 312.474.0856**

*Advertising by freelance copywriters & art directors; original concepts delivered as issue roughs; the big idea without the big bill.*

**Think Big! Creations**

2000 West Haddon  
Chicago, IL 60622  
**Phone: 773.227.4170**

*Promotional items with your personalized advertising messages; prices to meet your budget; You name it - we've got it!*

**ALSO SEE BUSINESS COMMUNICATIONS, GRAPHIC DESIGN**

**AFTER SCHOOL PROGRAMS****After School Center**

2335 N. Orchard  
Chicago, IL 60614

**Phone: 773.327.6890**

*A variety of informal educational and recreational classes offered for children in kindergarten through 8th grade.*

**Agassiz School Student Council**

2851 W. Seminary  
Chicago, IL 60657

**Phone: 773.534.5725**

*The Agassiz Student Council organizes activities for students to promote school spirit & community involvement.*

**ALSO SEE SCHOOLS**

**AIR CONDITIONING****Chicago Cooling Corporation**

2728 N. Elston  
Chicago, IL 60647

**Phone: 773.276.5000**

*Sales, service, and installation of commercial and residential heating, air conditioning & refrigeration equipment.*

**ARCHITECTS****A.S.W. Design, Inc.**

Ann Wolfe, President  
1752 N. Sedgwick  
Chicago, IL 60614

**Phone: 312.943.0904**

*Residential/commercial architectural firm. Established in Old Town in 1985, dedicated to design excellence with budget in mind.*

**Architectural Collaborative**

4021 N. Mozart St  
Chicago, IL 60618

**Phone: 773.583-1871; web site: [www.archcollab.com](http://www.archcollab.com)**

**David A. Ebert & Association, Inc. (plus General contractor)**

1733 N. Milwaukee Ave.  
Chicago, IL 60647

**Phone: 773.772.5759**

*We are experienced in the field of renovation and restoration.*

**David M. Russ, Inc.**

2314 Lincoln Park West, #15  
Chicago, IL 60614

**Phone: 773.472.7117**

*We specialize in unique, comfortable homes or apartments designed especially for you.*

**John H. Alschuler, Architect**

538 Dickens Ave.  
Chicago, IL 60614

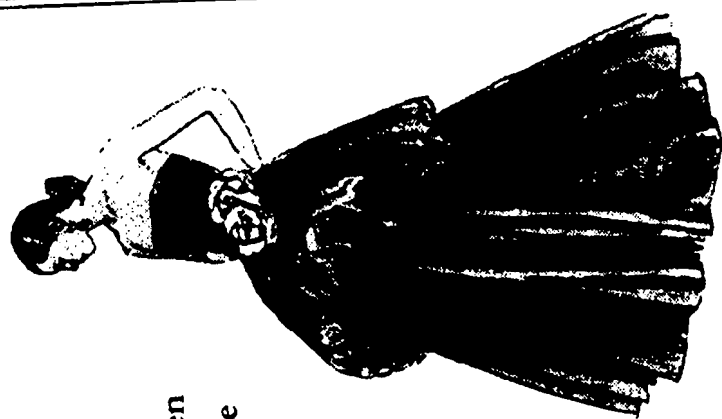
**Phone: 773.525.7488**

*Industrial, commercial, and residential. Alterations welcome.*



*Beautiful!*

Tender, loving care is given to all fabrics from delicate silks to fussy wools. Your clothes will feel like new with bright colors, comfortable fit, and perfect shape.



## BARRY • REGENT

The Quality Dry Cleaners

3000 North Broadway 348-5510

- Plant on premises • Bridal Gowns • Leathers • Furs
- Superb Quality Work • Fancy Silks • Formals • Germ Free Dry Cleaning
- Expert Alterations and Repairs • Delivery Service Available



A member of the International Fabricare Institute, the association of professional drycleaners and laundrers.

### YOGA

#### The Body Mind Connection

4740 N. Lincoln Ave.  
Chicago, IL 60625

Phone: 773.728.7175

Hatha yoga classes. Kundalini yoga. Meditation group. Retreats. Reiki. Individual sessions available.

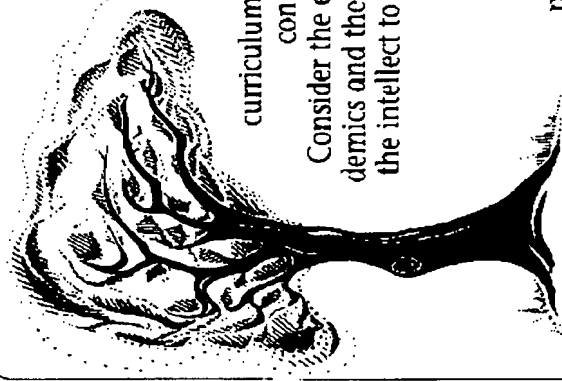
### YOUTH SERVICES

#### The Marion Stamps Youth Center

206 W. Division, 2nd Fl.  
Chicago, IL

Phone: 312.335.8125

## Consider Chicago's 12-year Waldorf School

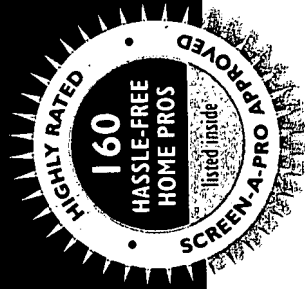


At the Chicago Waldorf School, our curriculum begins with parent/toddler classes and continues all the way through high school. Consider the educational philosophy that melds academics and the arts, using imitation, imagination and the intellect to foster complete learning for your child.

#### CHICAGO WALDORF SCHOOL

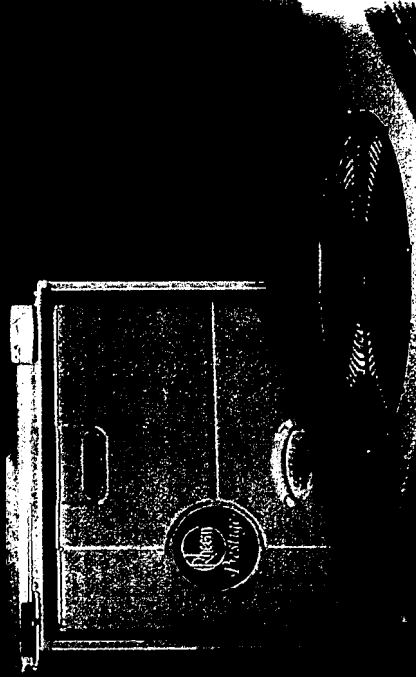
1300 W. Loyola, Chicago, IL 60640  
phone 773/465-2662 • fax 773/465-6040

servicemagic's  
**LITTLE  
BLACK BOOK**  
of Top-Rated  
Home Improvement  
Contractors



HdN —  
"Ad-Book"  
Commercial  
Directory

# RHEEM<sup>®</sup> MARKABLE A/C, TOP CONTRACTOR SERVICE



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- OUTSTANDING CUSTOMER SERVICE
- AWARD-WINNING RHEEM HOME COMFORT A/C SYSTEMS



WWW.RHEEMTEAM.COM

## Screened by us, rated by you

Welcome to servicemagic's the *Little Black Book*. This quarterly directory delivers a distilled list of screened and highly rated home improvement contractors and service professionals who are the best of the best in your area.

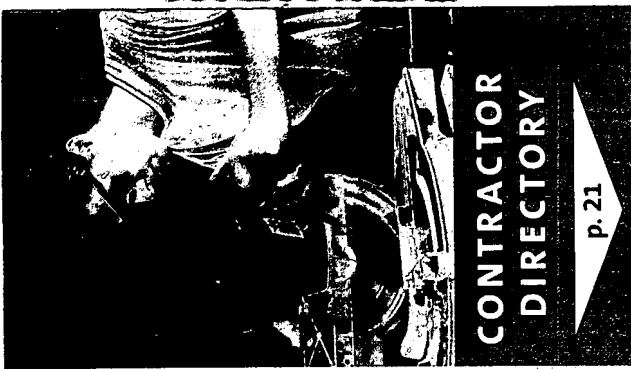
As homeowners, we've all experienced the time-consuming process of finding a reliable contractor. We founded servicemagic to create a better way. We believe having quality contractors to choose from for any home improvement, repair or maintenance project should be easy and hassle-free. The *Little Black Book* is just another way we're delivering the promise of servicemagic.

Not only has each professional in the *Little Black Book* passed our 10-point screening check, which includes licensing, insurance, legal and credit checks, but each has also been highly rated and reviewed by your peers — thousands of homeowners who visit [servicemagic.com](http://servicemagic.com) each month.

Whether looking for home improvement ideas or the perfect pro to help you get it done, we think you'll find servicemagic a helpful resource in maintaining and improving your home.

Michael Beaudoin and Rodney Rice  
Co-CEOs

[servicemagic.com](http://servicemagic.com)



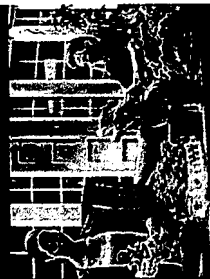
## CONTRACTOR DIRECTORY

P. 21

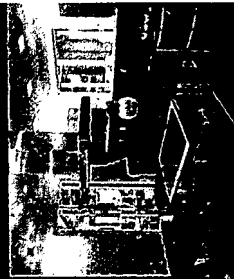
Our contractor directory lists local service providers by specialty and shows how they've been rated by your peers — the thousands of consumers in your area who visit [servicemagic.com](http://servicemagic.com) each year.

Use our contractor directory to research the full spectrum of home improvement services, including:

- Additions and Remodels
- Carpentry and Cabinets
- Electrical and Plumbing
- Concrete, Brick and Stone
- Flooring and Carpet
- Painting and Drywall
- Windows and Doors
- And much more



p. 16



p. 18



p. 66

## Outdoor kitchens are in

From the essential to the extravagant, explore the possibilities of designing your outdoor kitchen.

## Keep your cool this summer

Central air: Learn your options to beat the heat.

## Decked out: Decision-making made easy

A deck can be an inviting addition to your home, but be sure you plan and execute it well.

## Your kitchen: Find the right remodeling recipe

The costs of kitchen remodeling can go through the roof, but here are some tips to update your kitchen without draining your pocketbook on a complete remodel.

## Window woes?

Don't fret. Replacing old, single-pane windows with energy-efficient, lower-maintenance models can increase your home's value and reduce heating and cooling costs.

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# How to use servicemagic's Little Black Book

# 4

easy steps to find screened, rated and reviewed home pros in your neighborhood.

## What you do

# 1

Turn to page 21 and select the contractor category that matches your project.

# 2

Review each professional's business profile, areas of expertise and rating score, and choose the right professional for your project. You can also read a full set of reviews submitted by your neighbors for each business by visiting [www.servicemagic.com/chicago](http://www.servicemagic.com/chicago) and searching for your preferred professional.

# 3

Call the contractors using the numbers provided with the listings. Your contractors will help you with next steps.

# 4

Ready to rate a contractor's work? Have a project not covered in these listings? Simply visit [www.servicemagic.com/chicago](http://www.servicemagic.com/chicago), or call 1-800-Contractor and a servicemagic representative will help you. ☺

• **Cabinetry:** New cabinets can be a great way to enhance the look and storage capacity of your kitchen. But you might also consider changing just your cabinet doors, swapping the hardware, and adding bins or pullout shelves to your existing cabinets.

• **Countertops:** You may want to add an island or new countertops to your kitchen, but other options

include relocating bulky appliances, such as your microwave oven, to free up work space.

Whether you go down to the studs or simply update surfaces, you'll never regret the time you spent at the drawing board when you're savoring your newly remodeled kitchen. ☺

 MORE KITCHEN IDEAS  
servicemagic.com/chicago

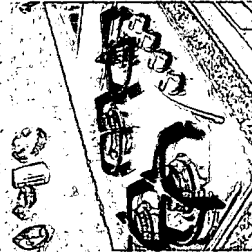
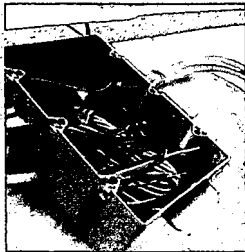
## The stages of kitchen remodeling

Kitchen remodeling can be one of the most complex home improvement projects you undertake. Understand how all the required tasks fit together, and you'll minimize inconvenience and maximize success.

It's important to track your project's interdependencies to help ensure a smooth transition between tasks and to spot potential roadblocks before they become problems.

The typical stages of a large-scale kitchen remodeling project include:

- Seal off the work area
- Demolish walls or other required structures
- Frame new kitchen walls and windows
- Preliminary plumbing, heating, gas and electrical "rough in" tasks
- Pass required inspections
- Insulate walls
- Install trim and floor
- Install electrical switches, fixtures and outlets
- Install cabinets
- Apply paint, wallpaper, borders, etc.
- Finish the floor
- Install countertops and sink
- Install new appliances
- Obtain final inspections ☺



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# Chicago

## CONTRACTOR DIRECTORY

*The following pages list local service providers by specialty.*

*They show how these providers*

*have been rated by your neighbors —*

*the thousands of*

*Chicago-area*

*consumers who visit*

*servicemagic.com*

*each year.*

## ARCHITECTURE &amp; DESIGN

**Builders Development & Associates, LLC****312-288-1002**

Builders Development & Associates, LLC has over 25 years of architectural and engineering experience. They also perform site planning and development.

*It has been great working with Tony and his team.*

*They are knowledgeable and friendly; a great value for the service.* — D.P., Chicago

**License 1011805**

☆☆☆☆ (4.08)

**Number of Ratings:** 10  
**Member Since:** 2004  
**In Business Since:** 1982  
**Memberships:** AIA  
**Certifications:** NCARB

**Inspired Interiors****312-279-9226**

Inspired Interiors has been in the design industry for 7 years. According to their business philosophy, design is not only business, but also art.

☆☆☆☆ (4.56)

**Number of Ratings:** 5  
**Member Since:** 2002  
**In Business Since:** 1998  
**Memberships:** ASID, NKBA  
**Certifications:** NCIDQ  
**Specialties:** Kitchen Design

## Ratings & Reviews

*The ultimate word-of-mouth referral*

Every contractor included in servicemagic's directory is prescreened and must have a 4-star rating (out of 5 stars) from at least three homeowners. So you can trust that contractors you find through servicemagic are well-regarded by people like you.

Servicemagic offers an unparalleled rating and review system. Only actual customers can rate and review contractors in our network. We post all feedback, good or bad, online. If a home pro consistently has a low score, we remove that contractor from the system.

Access any of our contractors' complete records online at [www.servicemagic.com/chicago](http://www.servicemagic.com/chicago).

**TIMELINESS** ☆☆☆☆  
**CLEANLINESS** ☆☆☆☆  
**BUDGET** ☆☆☆☆  
**QUALITY** ☆☆☆☆  
**VALUE** ☆☆☆☆  
**COMMUNICATION** ☆☆☆☆  
**COURTEOUS** ☆☆☆☆

**Simon and Company****312-288-0524**

Simon and Company is an architectural firm performing home and business work. They focus on single and multi-family homes, offices and strip malls.

*Simon and Company was able to meet my timeline and budget specifications.* — E.L., Chicago

**License 1006356**

☆☆☆☆ (4.54)

**Number of Ratings:** 6  
**Member Since:** 2003  
**In Business Since:** 1967  
**Certifications:** NCARB  
**Awards/Noteworthy:** Interior Architect Award, Historic Preservation Achievement Award

**What's Organized?, LLC****312-416-3418**

What's Organized?, LLC organizes every part of your life: home, office, children's art and school work, memorabilia and photos, closets and kitchens.

*Excellent communication and not intimidating. Excellent ideas.* — D.W., Chicago

☆☆☆☆ (4.91)

**Number of Ratings:** 21  
**Member Since:** 2006  
**In Business Since:** 2000  
**Memberships:** NAPO

## CABINETS &amp; COUNTERTOPS

**Chicago South CertiRestore Company****312-873-7525**

Chicago South CertiRestore Company uses only state-of-the-art products and a repair system that combines old-world quality with the latest technology.

*They were very professional and friendly, and did the repair in less time than estimated.* — J.D., Oak Forest

**General Liability \$1,000,000**

☆☆☆☆ (4.94)

**Number of Ratings:** 9  
**Member Since:** 2006  
**In Business Since:** 2006  
**Specialties:** Refinish Cabinets  
**Small Jobs Welcome:** Yes

**Custom Wood Cabinet Refacing****312-288-0246**

In business since 1980, Custom Wood Cabinet Refacing maintains a full-time staff of factory trained installers — no subcontractors.

*Super job! Done quicker than expected. High-quality work on a budget price. Highly recommended.* — E.G., Sauk Village

**General Liability \$600,000**

☆☆☆☆ (4.75)

**Number of Ratings:** 6  
**Member Since:** 2005  
**In Business Since:** 1980  
**Memberships:** VFW  
**Brands Used:** HomeCrest  
**Specialties:** Refacing Kitchen Cabinets  
**Small Jobs Welcome:** Yes  
**Materials Used:** Solid Surface

## HANDYMAN SERVICES

## Master Handyman

**630-518-9249**

Master Handyman is a young, thriving company that knows if a homeowner isn't satisfied, they have failed and lost a customer. They don't fail.

*They immediately came and they were nice, professional, and respectful.* — A.B., Chicago

**General Liability \$2,000,000**

☆☆☆☆ (4.25)

Number of Ratings: 4  
Member Since: 2007  
In Business Since: 2006  
Specialties: Bathroom, Kitchen Remodels  
Small Jobs Welcome: Yes

## Pro-pol Construction &amp; Remodeling, Inc.

**312-873-7577**

At Pro-pol Construction & Remodeling, Inc., their goal is to show up on time, deliver quality and value, and be a dependable handyman.

*He was on time and didn't waste any time. He was very professional and the work he did was good.*

— C.M., Streamwood

**General Liability \$300,000**

☆☆☆☆ (4.87)

Number of Ratings: 7  
Member Since: 2006  
In Business Since: 2000  
Brands Used: Benjamin Moore  
Small Jobs Welcome: Yes

## Renaissance Home Restoration

**312-279-1254**

Renaissance Home Restoration will provide you with excellent workmanship, personalized service and reasonable prices for all your small project needs.

*Very professional and diligent in repairing our drywall. Care, attention and a reasonable price. We will use him again.* — G.J., Palos Heights

**General Liability \$600,000**

☆☆☆☆ (4.88)

Number of Ratings: 12  
Member Since: 2001  
In Business Since: 2001  
Small Jobs Welcome: Yes

## HOME INSPECTION

## First Choice Home &amp; Building Inspections

**312-288-0667**

First Choice Home & Building Inspections specializes in all aspects of home and business examinations. They have a 100% client satisfaction guarantee.

*Professional, on time, very informative. I highly recommend them to anyone.* — C.M., Des Plaines

**License 50000653**

☆☆☆☆ (4.75)

Number of Ratings: 30  
Member Since: 2003  
In Business Since: 2002  
Specialties: Mold Inspection, Thermography for Infrared Technology  
Small Jobs Welcome: Yes

## National Property Inspections, Inc.

**312-288-0520**

National Property Inspections, Inc. provides unbiased, detailed inspections of home or business properties. They offer a 6 month limited warranty!

*I'm very pleased with the thoroughness of the inspection and the professionalism he exhibited in the process. Highly recommended!* — H.H., Plainfield

**License 50000441**

☆☆☆☆ (4.92)

Number of Ratings: 12  
Member Since: 2003  
In Business Since: 2002  
Awards/Noteworthy: Affiliate of the Year Award  
Small Jobs Welcome: Yes

## Vision Inspection Services, Inc.

**312-288-2192**

Vision Inspection Services, Inc. is a professional, full-service home inspection company. They offer a thorough report complete with digital photos.

*I have already recommended this professional. He was pleasant, straightforward and honest.* — P.E., Chicago

**License 050-0002575**

☆☆☆☆ (4.79)

Number of Ratings: 7  
Member Since: 2005  
In Business Since: 2005

## Do you know a 5-star pro?

*Your referral pays*

Tell your neighbors about exceptional home contractors you've worked with. Submit a contractor recommendation online at [www.servicemagic.com/chicago](http://www.servicemagic.com/chicago) for home pros who know what quality and customer service are all about — they've earned it! Based on your advice, we'll invite them to join the network. If they join, we'll send you a **\$50 Amazon.com gift certificate** in appreciation for strengthening the servicemagic community.

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CONFIRM  
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V7 ND-07 • C20



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PSRST STD  
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Enjoy our  
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**Order2Nite.com** Get Our Complete Menu & Order Online

**Free Delivery**  
 w/purchase of \$25 or more  
Before tax and gratuity. Not valid with any other offer. Must mention coupon when ordering. Expires 9-15-07.

**Free Appetizer**  
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Dine in only. One coupon per table. Not valid with any other offer. Must present coupon. Expires 9-15-07.

**FREE HOUSE MARGARITA**  
 (Cuervo 16 oz)  
With the purchase of any appetizer or dinner. (21 & over only)  
 Dine in only. One coupon per person. Not valid with any other offer. Must present coupon. Expires 9-15-07.

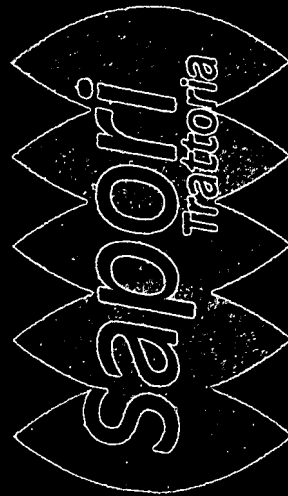


**45 oz. JUMBO**

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CouponHead.com Log on for more Savings For advertising information call (773) 907-2220 • www.NeighborhoodDirect.net

V7 ND-07 C20



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V7 ND-07



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| Weight Loss                 | Fatigue/Insomnia         |
| Sinusitis                   | Digestive Disorders      |
| Anxiety - Depression        | heartburn, colitis, gas, |
| Allergies & Asthma          | constipation.            |

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Health & Harmony  
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**\$20 Off** Your First Massage or  
Body Work Session  
Expires 09/01/07

**\$25 Off** Your First Acupuncture  
Treatment  
Expires 09/01/07

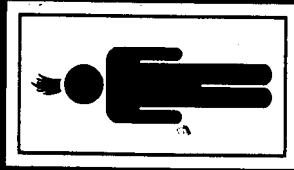
**\$15 Off** Any Treatment  
(for new and current customers)  
Expires 09/01/07

All offers valid on 60 & 90 minute treatments only



**CouponHead.com** Log on for more Savings For advertising information call (773) 907-2220 • [www.NeighborhoodDirect.net](http://www.NeighborhoodDirect.net)

V7 ND-07 C20



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- cleanup shampoo after

## THE MAN

- free touch-up within 2 wks. of previous appointment
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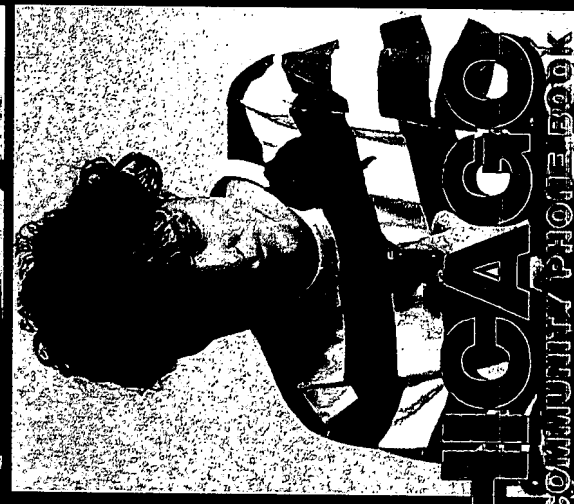
inquire about our other services... THE WAX<sup>™</sup>, THE BUFF<sup>™</sup>, THE FACE<sup>™</sup> & THE PIMP<sup>™</sup>  
**CouponHead.com** Log on for more Savings For advertising information call (773) 907-2220 • [www.NeighborhoodDirect.net](http://www.NeighborhoodDirect.net)

THE LESBIAN & GAY

free

# PINK PAGES

SUMMER/FALL 1999



CHICAGO  
THE ORIGINAL COMMUNITY PHONE BOOK

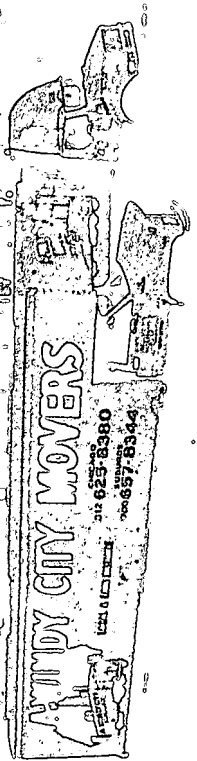
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Local

"Yellow-Pages  
type

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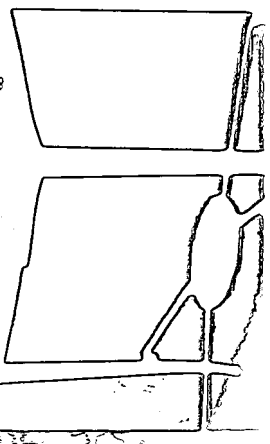
Decorative Accessories  
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(2 minutes from I-88 / Naperville Rd.  
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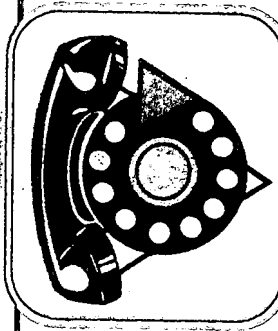


Quality, style, and service  
from the finest and oldest  
furniture store

Established in 1910 by the original owner

## See Page 18 for Table of Contents &amp; Category Index

# Pink Pages



## Excerpts from advertisers & consumers

I work at a book store in Oak Brook, & when I saw the box of the pink pages...I took personal responsibility for setting out a stack...today we are completely out! yes, virginia, there are gays & lesbians in the far west suburbs...keep up the good work! *Leahy*

just a quick note to let you know how pleased we are with advertising in the Chicago edition of "The Pink Pages". We have noticed an increase in business from having advertised... *Eric Travel*

I'd like to thank you for providing something that allows those of us in the gay & lesbian community to have a link to one another *Judy*

The Pink Pages has been responsible for a huge increase in the Social Shop's profits, close to 75% that came from my ad in The Pink Pages *David Wilford at The Social Shop*

### Published by

DAC Marketing, Inc.  
3023 N. Clark St. #910  
Chicago, IL 60657  
773-472-4552  
Fax: 773-472-0576

### Publisher

David Cohen

### Design & Production

David Cohen, Daniel Finch,  
D. Denenge Akpem

### Cover Photography by

Chloe Atkins &  
Christopher Makos Courtesy of  
A Stonewall Inn Book  
St. Martin's Press, New York  
and  
G. Thomas Ward Photography  
Chicago, Illinois

### Advertising Sales

David Cohen  
Bobby Beltran David Buck  
Bill Gubrud Lyle Nicholson  
F. Durcan Reyes Jackie Sims

Advertisers in The Lesbian and Gay Pink Pages are businesses, individuals, and organizations which welcome gay and lesbian clientele. The Lesbian and Gay Pink Pages is not responsible for claims made by advertisers or for typographical errors and reserves the right to reject any advertisement submitted. The Lesbian & Gay Pink Pages is published twice a year and distributed locally. For additional information call 773-472-4552, Captain of The Lesbian and Gay Pink Pages may also be contacted by mail. Send \$5.00 check or money order to cover postage and handling to:

### Lesbian & Gay Pink Pages

3023 N. Clark Street #910  
Chicago, IL 60657  
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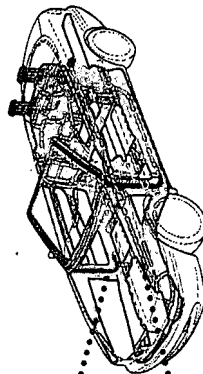
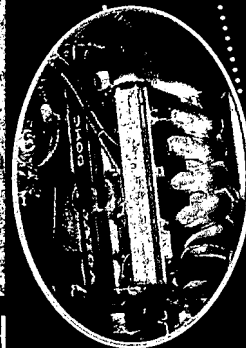
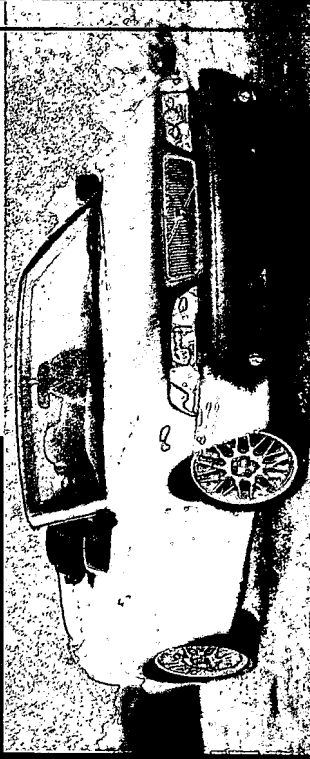
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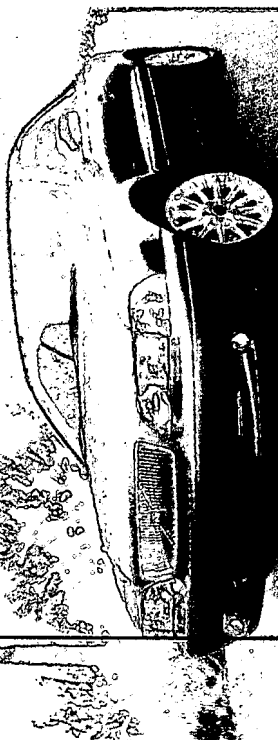
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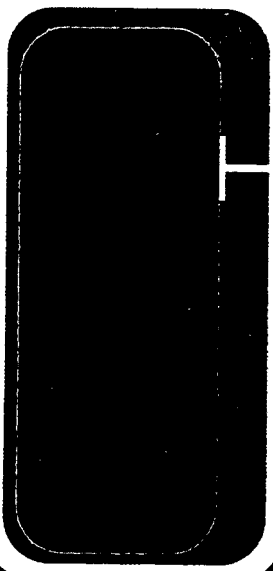
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Brakes • Catalytic Converters • Mufflers • Shock Absorber  
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Your FAIR MUFFLER is guaranteed anywhere in the  
U.S. or Canada for as long as you own your vehicle.



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see our valuable coupon in coupon section

# pink pages



Dear Reader,

You've seen it, you've turned to it, you've made it a success!

The **15th Edition of The Chicago Lesbian & Gay Pink Pages** is the original, most widely recognized and comprehensive Lesbian and Gay Community Telephone Book.

We print **100,000 verified copies** a year, reaching more than **350,000 consumers**, via the internet and distribution throughout the Chicago metropolitan area.

This is the most comprehensive, grassroots network of gay-supportive businesses that our community has compiled. It is our goal to provide you with **high-integrity** advertisers, based on our **non-discriminatory** policy.

Many are members of our community, and others are simply gay friendly. Please be assured that **ALL** of these advertisers have the best interest of our community at heart. We hope that you will support the businesses, organizations and professionals listed and **let them know that you saw their ads here in The Chicago PINK PAGES!**

Until the next edition of the Chicago Lesbian & Gay Pink Pages, we wish you an invigorating and healthy season. Your questions, comments and recommendations are always welcome.

Sincerely,

David Cohen  
Publisher



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*fine wine, spirits, champagne, gourmet deli, party trays  
beer, cigars, gift ideas, free parking, and more!*

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1720 N. Marcey St., Chicago, IL 60614  
tel 312-664-4394 • fax 312-664-7037



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**Liberty Auto City**  
100 E. Park Ave. (Rt. 176)  
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Subaru, Jeep, Eagle, Suzuki, Hyundai,  
Mazda, Buick.  
(see ad page 41)

**Loeber Motors**  
1100 N. Clark .....**312-951-2000**  
(see ad page 35)

**Napleton's Northwestern Chrysler**  
**Plymouth-Jeep-Eagle**  
5950 N. Western Ave. ....**773-334-5222**

**Napleton's Wilmette Ford**  
611 Green Bay Rd.  
Wilmette, Toll Free. ....**877-510-FORD**

**Perillo Lincoln Mercury**  
1111 W. Diversey .....**773-883-1111**

**Support Our  
Advertisers!**

**Use The  
PINK PAGES!**



**Keep it By Your Phone!**

**THE BOB ROHRMAN AUTO GROUP**

*"Total Customer Satisfaction"*

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**SALES HOURS: Mon-Fri 8am-9pm/Sat 8am-6pm**

**Honda**

Schaumburg Honda Automobiles  
**847-884-6632**  
750 E. Golf Road

**TOYOTA**

Oakbrook Toyota in Westmont  
**630-789-9600**  
550 E. Ogden Avenue

**ACURA**

Arlington Acura in Palatine  
**847-991-9000**  
1275 E. Dundee Road

**NISSAN**

Arlington Nissan in Buffalo Grove  
**847-590-6100**  
915 W. Dundee Road

**LEXUS**

Arlington Lexus in Palatine  
**847-991-0444**  
1285 E. Dundee Road

**Schaumburg Oldsmobile**  
**847-882-5300**  
1240 E. Golf Road

**KIA**  
Kia of Waukegan  
**847-782-9400**  
523 S. Green Bay Road

**Saturn of Waukegan**  
**847-360-5000**  
500 S. Green Bay Road

**Saturn of Libertyville**  
**847-362-6600**  
1160 S. Milwaukee Ave.

**Libertyville Mitsubishi**  
**847-816-6660**  
1119 S. Milwaukee Ave.

**KIA**  
Arlington Kia in Palatine  
**847-202-3900**  
1520 E. Dundee Road

**HYUNDAI**  
Gurnee Oldsmobile • Hyundai •  
Volkswagen in Park City  
**847-249-1300**  
100 Old Skokie Road

**THE BOB ROHRMAN AUTO GROUP:**

**Schaumburg Honda Automobiles**  
750 E. Golf Road  
Schaumburg.....**847-884-6632**  
**Schaumburg Oldsmobile**  
1230 E. Golf Road  
Schaumburg.....**847-882-5300**  
**Arlington Acura in Palatine**  
1275 E. Dundee Rd.  
Palatine.....**847-991-9000**  
**Arlington Lexus in Palatine**  
1285 E. Dundee Rd.  
Palatine.....**847-991-0444**  
**Arlington Kia in Palatine**  
1520 E. Dundee Rd.  
Palatine.....**847-202-3900**  
**Arlington Nissan in Buffalo Grove**  
915 W. Dundee Road  
Buffalo Grove .....**847-590-6100**  
**Saturn of Libertyville**  
1160 S. Milwaukee Avenue  
Libertyville .....**847-362-6600**  
**Libertyville Mitsubishi**  
1119 S. Milwaukee Avenue  
Libertyville .....**847-816-6660**  
**Kia of Waukegan**  
523 S. Green Bay Road  
Waukegan .....**847-782-9400**  
**Saturn of Waukegan**  
500 S. Green bay Road  
Waukegan .....**847-360-5000**  
**Gurnee Oldsmobile-Volkswagen-**  
**Hyundai-Kia**  
100 Skokie Road  
Park City.....**847-249-1300**  
**Oakbrook Toyota in Westmont**  
550 E. Ogden Avenue  
Westmont .....**630-789-9600**  
(see ad next page)

**Buy a car  
with  
the pink pages!**

*Let my gentle care end your  
neck & back pain*

**Dr. Pamela P. Shah**

615 N. Milwaukee Ave, Glenview  
Most insurance accepted • Acupuncture Available

Call 847-657-8936

### Chiropractors (Cont.)

**Greater Chicago Chiropractic**

**Dr. Dale Zuehlke**

561 W. Diversey ..... 773-871-7766  
(see ad previous page)

**Gutrich, Dr. Janet, Naprapathic/D.C.**

1425 W. Diversey ..... 773-472-0700

**Jaffe, Cynthia, D.C.**

2654 N. Lincoln ..... 773-935-4000

**Lincoln Park Chiropractic, P.C.**

**Peter F. Zld, D.C.**

2202 N. Lincoln Ave ..... 773-248-2790

**Progressive Chiropractic**

**Dr. Richard Ezgur**

2816 N. Sheffield.. 773-525-WELL(9355)  
(see ad page 58)

**Relax The Back**

1925 N. Clybourn ..... 773-348-2225

Our product solutions are designed to  
help you relax, relieve back pain and  
maintain a healthful lifestyle.

(see our ad page 9)

**Shah, Dr. Pamela P.**

615 N. Milwaukee

Call for an appointment

Glenview ..... 847-657-8936  
(see ad this page)

**Stone, Dr. Jeffrey, Chiropractor**

945 George, Ste.206 ..... 773-525-5544

**Zuehlke, Evelyn, D.C.**

1818 Waukegan Rd.

Glenview ..... 847-998-1414

*Chocolates  
Nuts  
Gift Packages*

**Windy City**  
SAVORY DELICIOUS

3308 North Broadway  
Chicago, IL 60657  
773-477-6100

### Chocolates & Candies

**Leonidas Chocolates**

231 S. LaSalle ..... 312-251-8850

**Windy City Sweets**

3308 N. Broadway ..... 773-477-6100  
(see ad this page)

### Churches

(see Religious Organizations)

### Cigars

**Sam Wine's & Spirits**

1720 N. Marcey St. .... 312-664-4394  
(see ad page 5 & under Liquors)

### Cleaning Services

(see also Carpet/Furniture Cleaning)

**Brooks Dollhouse Cleaning Services**

Pager ..... 773-464-1191  
(see ad next page)

**Chestnut Cleaning Service**

Phone ..... 312-332-5575  
(see ad next page)

**Cleaning Express, Inc.**

6554 N. Ridge #1 ..... 773-465-3605  
(see ad this page)

**Maids For U**

3166 N. Lincoln ..... 773-388-9187  
(see ad next page & our coupon in Coupon Section)

### CLEANING EXPRESS

"We Clean Almost Everything"

Wood Floors, Windows, Carpets,

• General Cleaning •

773-465-3605

**MAIDS FOR U**  
"WE AIM TO CLEAN!"  
Commercial & Residential • Low Rates  
Complete Cleaning Services • Service 7 Days A Week  
Use Coupon In Coupon Section  
773-388-9187  
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**BROOKS DOLLHOUSE  
CLEANING SERVICE**

Whether You Are SINGLE or a FAMILY, an OFFICE or a  
RESTAURANT, Brooks Service CAN CLEAN IT ALL  
Brooks Cleaning also specializes in Parties and Gatherings  
**FOR A FREE ESTIMATE CALL**  
**(773) 464-1191**

Leave Message or Telephone Number  
• RESIDENTIAL • OFFICE • GATHERINGS  
OR ANYTHING YOU CAN THINK OF  
**NO JOB TOO BIG  
NO JOB TOO SMALL**

**Find it in The  
PINK PAGES!**

### Simplify Your Life

Closets, Home Offices, Pantries,  
Utility Rooms And Garages  
*Free in-home design consultations!*

CALL 847-541-8666 FOR APPOINTMENTS  
-SHOWROOMS-

- The Shops of The Merchandise Mart
- Northbrook Court Mall
- Wheeling General Offices

**CALIFORNIA  
CLOSETS**

Over you have me, everything falls into place.  
Serving the community for 19 years!

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312-332-5575

- Residential maid service •
  - Small buildings janitorial service •
  - Small business cleaning service •
- Cleaning for your rehab, parties, moving,  
the deceased and more. Bonded,  
Excellent community references.

### Cleaning Services (Cont.)

**Mighty Maids - Mighty Men**

8950 N. Sheffield ..... 773-472-7711

### Clocks & Watches

**Time Keepers**

1148 W. Belmont ..... 773-296-0942  
(see ad this page)

### Closet Organizing/Design

**California Closets**

Toll Free ..... 800-439-7111

Chicago area ..... 847-541-8666  
(see ad this page)

**Chicagoland Discount Closets**

Phone ..... 888-228-9800  
(see ad next page)

**The Closet Factory**

Chicago ..... 312-819-0190  
Suburbs ..... 847-928-2100

**Closet Works**

Showroom at 1001 W. North Ave  
Suddenly, everything fits! ..800-273-6511



1148 W. Belmont • Chicago, IL 60657

**773.296.0942**

- Clock & Watch Repair
- Watch Batteries Installed
- We Buy Clocks
- Watches
- Antiques
- We Make House Calls

Monday - Saturday 10 - 6

Sunday by appointment

Johnny Bellino's

SUMMER 2007

# BOXING SHORTS

"CHICAGO'S HARD HITTING BOXING PUBLICATION"

**PRO BOXING,  
PRO FOOTBALL  
OR BOTH?**

NOTRE DAME ALL AMERICAN,  
TOMMY ZBIKOWSKI, A REAL  
FIGHTIN' IRISHMAN INSIDE  
THE RING AND ON THE  
GRIDIRON.



For Profit  
'Event  
Program"

# Piazza Bella

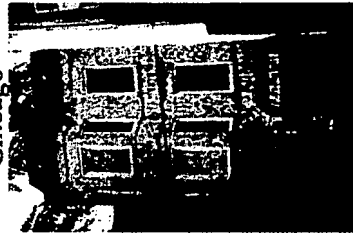
Trattoria

2116 W. Roscoe Street  
Chicago, Illinois 60618  
Phone 773.477.7330  
Fax 773.477.7335

Joe Scalzo  
Proprietor

Dine & Carry Out Delivery

The Old Chicago Inn  
Bed & Breakfast  
3222 N. Sheffield  
Chicago



"The Comfort of Home  
in the Heart of Lakeview"  
[www.OldChicagoInn.com](http://www.OldChicagoInn.com)

Mention this ad for 20% off a two night stay  
Some restrictions apply

Chicago's Best Karaoke

3210 N. Sheffield (at Belmont)

773.348-3260



Mondays - Half Price Night

Tuesdays - \$2 Burgers/Beer

Wednesdays - \$3 Drafts

Sundays - Awesome Football Specials

Bring this Ad

for a **FREE Basket of Wings\***

\*One beverage minimum please, one per person

**Do your  
shopping at  
Sam's or we'll  
punch you out!**

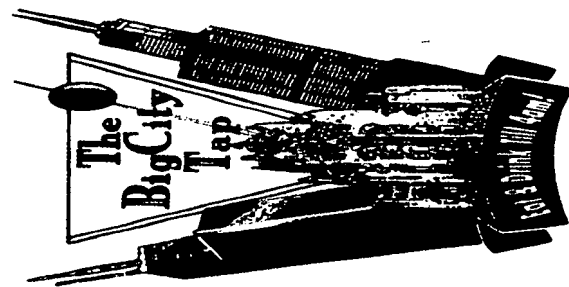
**SAM'S**  
**WINES &  
SPIRITS**  
**Chicagoland's  
Wine Superstore** *Mon & Mon*

1720 N. Marcey Street

Chicago, IL 60614

(312) 664-4393 • Fax: (312) 664-4017

**Toll free: (800) 777-9137**



**Great Food, Music + Drinks**

**Mon \$2.50 U-Call-It**

**Tues \$5.00 Martini's \$2.00 Draft**

**Wed \$ 2.00 Well Cocktails**

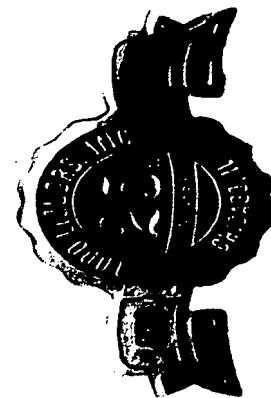
**Thur \$1.00 Domestic Bottles**

**D.J. Mon/Thur/Fri/Sat**

**1000 W. Belmont**

**(Corner of Belmont & Sheffield)**

**773-935-1139**



**Large Selection of Fine Wines, Liquor & Beer**

- All Your Party Needs
- Delivery Available Until Midnight
- Credit Cards Accepted

Not the kind of fast that allowed him to steal home plate five times in one game during his baseball career at Buffalo Grove High School.

The real problem was that the ruptured groin "Zibby" suffered early in the season became so bad he couldn't finish practices. That cost him a chance to become a first round draft pick in the National Football League.

This Fall Zbikowski is determined to make up for last year, not just because of the snub by pro scouts, but because he is who he is. Turmoil brings out the boxer in him. He's Rocky Balboa and the opposition is Apollo Creed, Mister "T" or Drago Brykovich. And for the boxer in Tom Zbikowski, it is the best of times.

### **NOTRE DAMER KEEPS FANS, HIMSELF GUESSING**

Still, Coach Weis' protege is returning to the Irish for another year. It will be interesting to see how he divides his time or makes his choice: pro football, pro boxing, or both?

But if the public doesn't know which choice "Zibby" will make, does "Zibby" know? What would you do if you were a quarter back who scored more than 20 touchdowns in one year, earned all state honors and the Chicago Sun Times "Player Of The Year" award as a safety and is, for better or worse, the heart and soul of the Notre Dame defense? Signing a football contract means millions right now, not later, guaranteed, not depending on a world title bout and the politics that involves.

Years ago heavyweight contender James Tillis, refused a million bucks from champion Mike Weaver to cancel their bout in favor of someone else. Tillis lost the bout, made only 60,000 and never got another title shot. In football there is more room for second chances.

Maybe "Zibby" has already made a decision, maybe not, but he already has one fight under his belt.

### **ARUM PUTS HIS MONEY WHERE HIS MOUTH IS**

Most beginning boxers cut their teeth fighting four round matches in small markets for \$100 a round. Tommy "Z" didn't go to Springfield, Ohio or Gary, Indiana. It was New York City instead. Madison Square Garden, home of the big time.

If \$400 is not out of the ordinary for a four round bout, what did "Zibby" earn? The answer is not \$400, or \$500. Not even four or five thousand! The novice pro made \$25,000 for the less than a minute it took to dispose of one Robert Bell. Did promoter Bob Arum take a chance signing the Notre Damer to fight three more bouts for \$75,000, even though he had never won any senior national championships, no national Golden Gloves titles or figured in on Olympic competition?

Arum probably thought Zbikowski's football exploits, his Notre Dame connection, and the teammates who were to attend the bout,



# **TOMATO HEAD**

## **Pizza Kitchen**

**Two Locations:**

**Lincoln Park  
1001 W. Webster**

**773/404-8010**



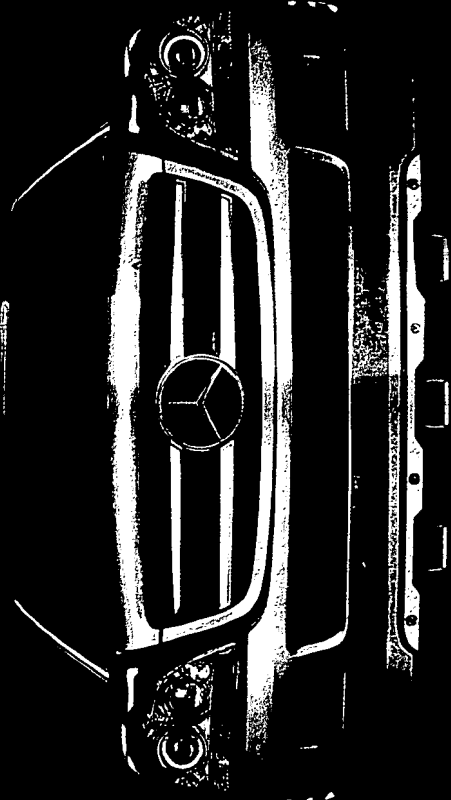
**WEEL LOOP  
945 W Randolph**

**312/218-1616**

[www.tomatohheadpizza.com](http://www.tomatohheadpizza.com)

**Dine-In • Take-Out • Delivery Day & Night**

No Contest.



The All-New "Heavyweight" Mercedes-Benz GL450  
Available and ready for immediate delivery.

The #1 Mercedes-Benz Store In Chicago and  
Awarded "Best of the Best" by Mercedes-Benz USA  
Pick up and drop off service available for all service calls.  
Over 100 Mercedes-Benz Loaner Vehicles.  
Brand New State-of-the-Art Sales & Service Facility



Mercedes-Benz  
of Westmont

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would attract the curious as well as the family. Tommy didn't disappoint. The reception he received as he climbed into the ring for the first time as a pro, made the prelim fight more like the main event.

Zbikowski represents an exciting possibility as a sport that has given up on the days of Marquess and "marvelous" Marvin Hagler. Somewhere out there must be cool under fire, and a student of the game who sizes up opponents and adapts.

### TOMMY HAS STYLE, SUBSTANCE TO MAKE IT BIG

Trainer Danny Nieves has been in Zbikowski's corner for years and perhaps sums him up the best. "There are a lot of boxers who think they have the skills to make it big," he said. "But so many are preoccupied about getting hit. If something to train not to get hit. It's another thing, worried that you stop throwing your best punches that fear takes you out of your game plan."

"Most boxers at the world class level have a unique ability," Nieves maintains. "That is as important as tremendous natural talent is tremendous mental ability." Tommy has that.

"Don't get me wrong," Nieves cautions

"Tommy has world class skills, but... today he got the best in the world," his trainer told him, he's the most determined boxer I've ever met."

It was that attitude that kept Tommy going when, after a long layoff because of football, he returned to boxing at Chicago's Cardinal Park for the rounds. Tommy "almost lost his mind" from the needles and pins of pain that deluged him through his head. But instead of backing off, Tommy traded tactics. Remembering Nieves' advice, slipping and moving as best he could in changing directions, still punning, landing from his opponent, expecting but not taking any taken, hammering through the clockwork and always remembering... angles, angles, angles. "Today" surprised and impressed the press.

### TRAINER PREDICTS TITLE FUTURE FOR FOOTBALLER

Tommy works at Oscar De La Hoya's gym. Looking at him, you can tell: southpaw, tough, tough and only how to use his left hand better, but how to use his right hand as well.

Nieves thinks his protégé can be a champion for sure. Right now he weighs in at 160 and 170 pounds.



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1925 N. Lincoln Ave.  
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312-642-4700

Ranalli's Clark-Belden  
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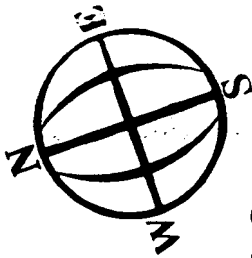


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312-932-0183



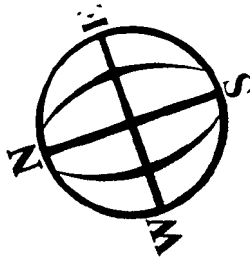
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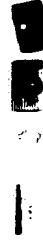
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C H I C A G O

the whole picture

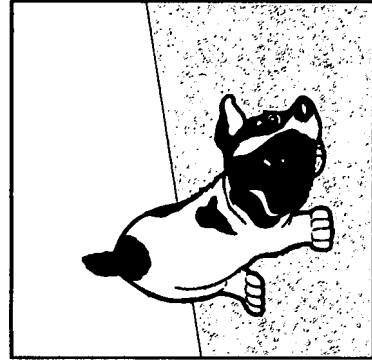
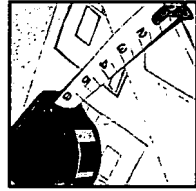
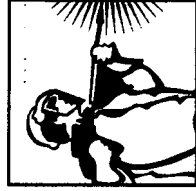
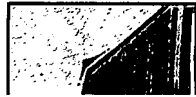


"In the midst of a Friday night storm, a branch came crashing down from a tree and shattered my car's rear windshield ... JN Phillips Auto Glass was going to be closing in 2.5 hours by the time I reached them Saturday. But they cleaned the broken glass off the car without scratching the paint and did a tidy job of installing the new windshield and rubber strip, with no stray glue or globs! They were great!"

— member Lance Page

check out page 26 for a sampling of  
photos uploaded by Angie's List members

How -  
"Ad-Book"  
Commercial  
Directory



## [peek] AT THE LIST

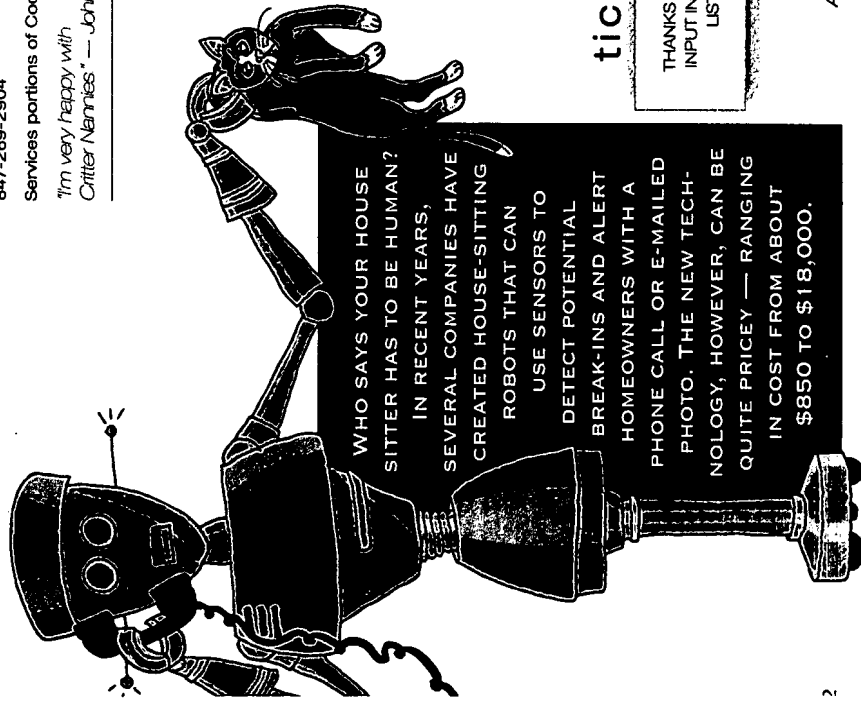
These companies are randomly selected and represent only a portion of the highly rated pet and house sitters on the List. A company's total overall grade is an average of all reports in all categories, while the number of reports indicates the total quantity received.

### CRITTER NANNIES GRADE A • REPORTS 4

P.O. Box 8891 • Rolling Meadows  
847-269-2904

Services portions of Cook County

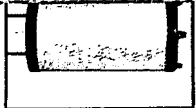
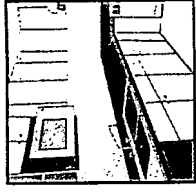
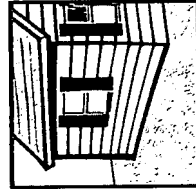
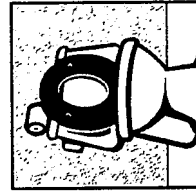
*"I'm very happy with  
Critter Nannies!" — John B.*



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IN RECENT YEARS,  
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DETECT POTENTIAL  
BREAK-INS AND ALERT  
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IN COST FROM ABOUT  
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## ticker tape.....

THANKS TO ALL OF YOUR GREAT  
INPUT IN THE LAST MONTH, OUR  
LIST CONTINUES TO GROW.



## [animal and house sitting]

THE ACT OF CARING FOR YOUR PETS  
AND HOME WHILE YOU'RE AWAY

### ELITE PET SITTERS GRADE A • REPORTS 2

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847-882-2330

Services portions of Lake and Cook counties

*"They're very professional in their  
approach to pet sitting." — Roxi E.*

### HAPPY TAILS PET SITTING GRADE A • REPORTS 4

4039 Saratoga Ave. • Downers Grove  
630-435-0152

Services portions of DuPage County

*"I'm very pleased!" — Craig W.*

### PURR-FECT PALS INC. GRADE A • REPORTS 3

4514B N. Ashland Ave. • Chicago  
847-491-1162

Services portions of Cook County

*"They do a wonderful job walking my dog  
and are clearly animal lovers!" — Donna S.*

### TAILCHASERS INCORPORATED GRADE A • REPORTS 3

1945 N. Hicks Road • Palatine  
847-776-7387

Services portions of Cook and Lake counties

*"They're wonderful!" — Nathan U.*

ANGIE'S LIST CHICAGO  
RECEIVED 1,009 REQUESTS  
FOR ANIMAL AND  
HOUSE SITTING IN THE  
LAST 12 MONTHS.

### WHISKER WATCHERS GRADE A • REPORTS 7

Evanston  
847-475-0395

Services the city of Evanston

*"All in all, I couldn't have  
asked for more." — Khoe H.*

### WINDY CITY CAT SITTERS GRADE A • REPORTS 6

P.O. Box 578959 • Chicago  
773-275-1513

Services portions of Cook County

*"He's very dependable, and my  
cats are very happy." — Carolyn B.*

▼ COMPANY REPORTS RECEIVED: 1,068 ▲ COMPANIES ADDED TO THE LIST: 145  
▲ COMPANIES ADDED TO THE COUPON SECTION: 8 ▲ COMPANIES PULLED  
FROM THE COUPON SECTION: 1 ▲ COMPANIES OFFERING A DISCOUNT: 162

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To take advantage of any of our member benefits, please call ahead to check for current availability. You can also call our office with the number of tickets you wish to order for a specific attraction, and we'll mail them to you.

## Save with offers from TOP-RATED service companies on Angie's List!

THE HONOR-ROLL ADVERTISERS featured on page 34 recently racked up several good reports in a short amount of time. Specifically, they earned two or more positive ("A") reports and no negative ("D" or "F") reports and were in good standing with Angie's List for 45 days prior to the magazine deadline. As a way of saying thanks for the business and the great feedback, they are offering you \$10 off any service they provide.

THE COUPON SECTION that begins on page 35 is designed to help you hire smart and save a buck at the same time. The companies here want to offer you, our loyal members, a discount off their services. To be in this section, the companies must maintain an "A" or "B" rating; if they fall below a "B" rating, we pull the coupon.

If you have any questions regarding these sections or about a specific company, just ask us. And remember to share all service company reports with us — whether you got their name from us or not.

### HAPPY SAVINGS!

Offers valid on services rendered, but may not apply to tip charges. If any. Offers may not be combined or used in conjunction with any other offer, coupon or discount. Present magazine as proof of current membership.

## coupon directory

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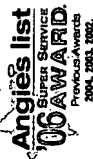
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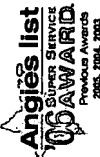
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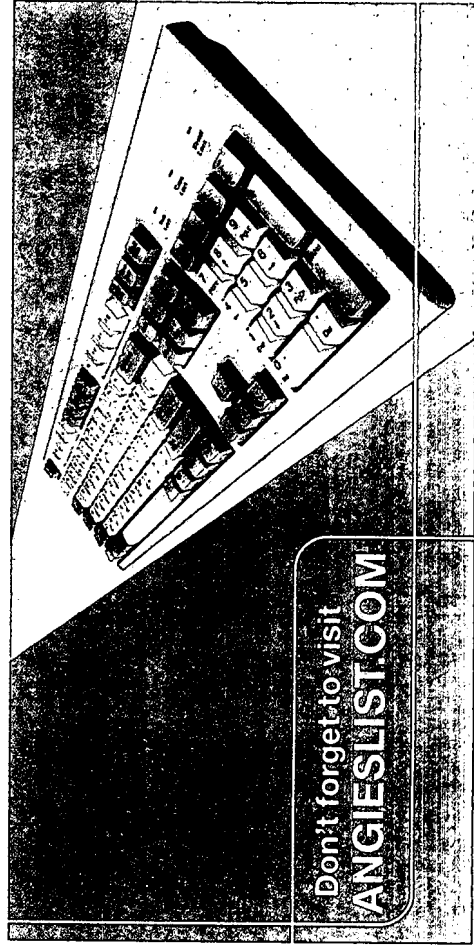
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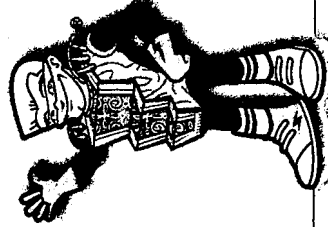
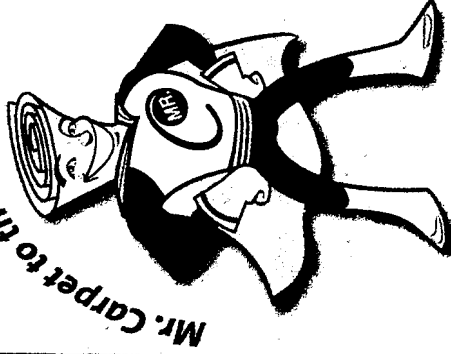
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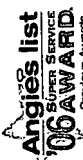
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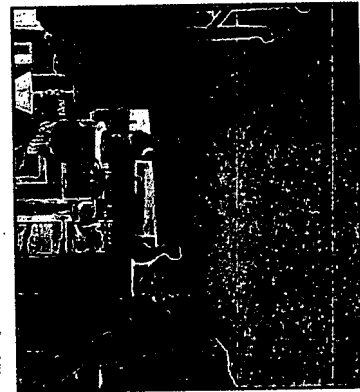
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## HEATING & A/C



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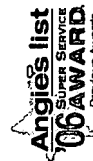
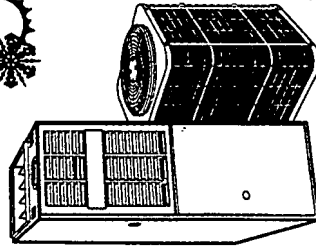
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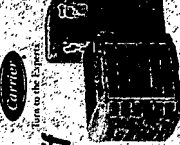
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